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NORRIS-PATTERSON LIMITED

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 10 JAN. 1917 NO. 1

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IT'S our business to know Advertising. We've made it so.

If it's your business to get more sales or larger markets through Advertising—then we're both travelling in the same direction.

Suppose we hitch teams together and get there quicker and more easily.

When shall we talk it over?

Norris-Patterson Limited

Advertising Agency

Mail Building
Toronto

Telephones
Adelaide 2231-2232

"IT'S ALL IN THE SERVICE."

"EVERYWOMAN'S DEALER"

Advance Notice to Manufacturers, Agency and Advertising Men

FOR the first half of 1917 we will publish and distribute:—

EVERYWOMAN'S HARDWARE DEALER

May issue, out in April. Mailed to 2,500 hardware dealers with ratings of $1,000.00 and over.

(A special 68 to 72-page book, carrying the consumer advertisements same as appear in EVERYWOMAN'S WORLD and, in addition, special advertisements from the manufacturers addressed to the Hardware dealers.)

EVERYWOMAN'S GROCERY DEALER

June issue out in May. Mailed to 4,500 grocery dealers with ratings of $1,000.00 and over.

(A special 80 to 84-page book, carrying the consumer advertisements same as appear in EVERYWOMAN'S WORLD and, in addition, special advertisements from the manufacturers addressed to the Grocery dealers.)

EVERYWOMAN'S DRUG DEALER

July issue, out in June. Mailed to 1,500 drug dealers with ratings of $1,000.00 and over.

(A special 52 to 68-page book, carrying the consumer advertisements same as appear in EVERYWOMAN'S WORLD and, in addition, special advertisements from the manufacturers addressed to the Druggists.)

Winning Full Dealer Co-operation

CONSUMER advertising reaches its maximum efficiency when the dealer is advised as to, and fully appreciates, just what the consumer advertising is doing for him in bringing customers to his store and moving stocks from his shelves.

We have proved this to be the case time and time again during the past three years, when we have most successfully merchandised consumer advertising in EVERYWOMAN'S WORLD, extending it on to the dealers, through special co-operative work for such leading, nationally advertised goods as O-Cedar Mops and Polishes; Corson's Talcums, Perfumes and Tooth Paste; Glaxo Infant Food; Alabastine; Crown Brand Corn Syrup; Shirriff's Jellies; and Pompeian Massage Creams.

We believe so thoroughly in the efficacy of dealer co-operative work that we have decided to extend the fullest possible dealer service to all of our advertisers using space in EVERYWOMAN'S WORLD; we have decided to undertake the publication of a special magazine, or supplement to EVERYWOMAN'S WORLD, this supplement to be known as *Everywoman's Dealer*.

A "Plus" Service

THIS extra service, costing us 19.5c. net per copy for each copy mailed out to dealers, will be carried by us and charged to capital development account.

Service in the "Dealer" will be given to our regular patrons desiring the service, and to equalize the advantage, such service will be given contingent on the amount of space used in EVERYWOMAN'S WORLD during the season, or for one or more issues.

Advertising that may be new to the columns of EVERYWOMAN'S WORLD will, of course, be given the extra dealer service on the same contingent basis.

A return post-card, addressed to the advertiser, will be a feature of *Everywoman's Dealer*, making it easy for the dealer to order at once, or enquire for dealer helps, prices and so forth.

Everywoman's Dealer will be mailed out to the dealers in advance of the distribution of EVERYWOMAN'S WORLD to its 130,000 subscribers—the consumers.

Only a limited amount of business can be accommodated. The preference will be given to our old patrons, and it will be "first come, first served!" Full particulars by 'Phones, Adelaide 3680, 3681, or by letter from:—Mr. G. W. Davey, Manager, Merchandising Division.

CONTINENTAL PUBLISHING COMPANY, LIMITED, TORONTO
Publishers of EVERYWOMAN'S WORLD
More than 130,000 circulation. Members A.B.C.

WHEN the organization meeting of the A.B.C. was held in Chicago in the Spring of 1914, **Canadian Farm**, along with other farm papers, welcomed the coming of an organization that would substantiate all good circulation statements. Application for membership was made immediately. Here is **Canadian Farm's** A.B.C. record in net paid subscriptions:—

	1914	1915	1916
1st quarter,	20,594	18,653	18,176
2nd "	20,899	18,221	17,673
3rd "	19,776	18,686	18,381
4th "	19,993	18,861	19,987

ANOTHER forward step is now being made. In conformance with the policy recently adopted on Canadian Courier we will guarantee

20,000

average net paid subscriptions in the issues you use during 1917.

You can be sure of

VALUE RECEIVED

from your money spent in

Canadian Farm

A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

Member A.B.C. 181 Simcoe St., Toronto

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10 Toronto, January, 1917 No. 1

STRAIGHT TALKS

LOOKING AHEAD!

WHOEVER ordained to mankind the happy custom of sitting down at the first of the year and taking stock of the months ahead, left to the end of time a legacy of helpfulness, moral, spiritual and commercial.

Looking ahead, fearlessly, conscious of uncertainties and dangers, as well as brilliant possibilities, is, perhaps, the most energising and inspiring of mental habits. There are as many lessons to be learned from what *can* happen as from what *has* happened.

Looking behind is all right for the fellow who is ready to quit. Looking ahead removes the barnacles of admitted errors, of lessons already learned, and leaves the mind free to grapple the problems and opportunities to come.

The train that takes the siding never gets the right of way. The ship of changeful rudder is not uncragoed first.

In the light of the present commercial perspective most of us can afford to be optimists. The months ahead hold out little to disturb and plenty to gain.

Thanks to good fortune and war-prices, the basis of our country's business condition, agriculture, has paralleled the unexampled showing of the previous year. Our industries were never more productive. Our trade balance never more favorable. Our banks never so burdened with deposits. Our business transactions never so heavy.

OVER THE MILLION MARK

The Montreal Daily Mail

gained in Display Advertising during the year 1916 over a million lines—to be exact

1,010,453 lines

a record of achievement that substantiates the claim—"Canada's Fastest Growing Morning Newspaper." It reaches the homes of Greater Montreal and is the family newspaper. The best advertising medium.

Clean, Fearless, Fair, Sane, Safe, Progressive, Independent and Influential.

The Kitchener

(Formerly Berlin)

News Record

(Member A.B.C.)

Has never cut advertising rates, sold its editorial influence, nor pandered to popular fancy. That's why its space is valuable alike to reader and advertiser.

Ahead is a year bright with prospect and fat with opportunity.

The Government urges thrift; the elimination of unessentials. To the product which advertising has made an essential, it is but a call to greater endeavor. Only the product that has failed to establish, through advertising, its indispensibility, need fear the effect of enforced curtailment.

Nineteen-seventeen is the year of triumph for Advertising and Advertisers.

Look Ahead!

AN AMAZING INSINCERITY

HAS the desire for clean advertising columns lost caste among advertisers?

Must publishers' efforts in this respect become a thankless sacrifice?

Must the frequent denouncements, resolutions, and demands of advertisers be construed as palpable piffle?

Must the attainment of a general clean-up among publications be set aside as undesired?

Recently a prominent advertising club was holding one of its regular meetings and round-table talks. On every hand sat the masters of advertising—the most representative group of advertising brains in the Dominion. The ideas and expressions of this group may be considered a clear index to the train of advertising thought and intelligence in Canada.

On the occasion we refer to, the four papers of a certain city were being marched up and down the table in an effort to determine if any had a single predominant claim for preference; if any was of paramount value.

Point after point was advanced in view of the respective papers. Fifteen or more had been presented. Yet not a single vote, not a single mention of the fact that one of these papers for years had consistently excluded objectionable advertising from its columns.

It matters not that a fellow-member finally drew the attention of his club-mates to the oversight. It is sufficiently significant that all but one of this notable group evidently considered clean advertising columns a point unworthy of mention.

Let us forget the injustice that this lack of sincerity imposes on a minority of publishers.

Let us forget the detaining effect it may have upon the action of publishers contemplating a clean up in advertising columns, or even among those publishers who may be looking for evidences to

16828 Reasons Why

You should start your Advertising Campaign and continue to develop your market through the JOURNAL'S advertising columns.

Every Subscriber a Reason

EDMONTON JOURNAL

"Every Inch a Newspaper"

EDMONTON, ALBERTA

Alberta Is Prosperous

In 1915 5,352 automobile licenses were issued. In 1916, to september 1st only, 8,551.

It pays to advertise where people have the money to buy.

The Calgary Herald

is Alberta's leading publication

The Herald Publishing Co., Limited

Calgary, Alberta

Eastern Representative, E. J.GUY, 302 Royal Bank Bldg., Toronto, Ont.

"'Tis a privilege to live in Windsor."

The Evening Record

(Windsor, Ont.)

Believes no paper in Canada excels it in circulation, size of city of publication considered.

9702

Was the paid daily average for November.

It believes it prints more advertisements than any paper in Canada published in a city of 25,000.

NATIONAL ADVERTISER PLEASE NOTE

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

justify continuing the acceptance of so-called objectionable advertising.

Let us remember only that if clean advertising columns generally is a condition to be desired, it will be obtained only when preachment is paralelled with practice.

FOOD FOR OPTIMISM

ONE Billion and Ninety-five Million is the amazing record of war-order accomplishment to date from a colony which Germany, with characteristic miscalculation, had imagined need not be considered a factor in any phase of an European conflict. That colony, of course, is our own Dominion. And we have the word of the Minister of Finance that, as long as is necessary, this enormous business will continue to be increased in proportion to Canada's ability to finance the orders.

At the present, we are thinking not so much of the certainty that Canada will rise to the occasion, nor so much of the appetite for industrial expansion this taste of production is accomplishing; nor of the position in international commerce that is thus being made secure.

We are thinking most of all of matters of more immediate moment. We are thinking of the beneficial effect on 1917 business when this enormous sum has permeated the channels of commercial intercourse to the individual members of our population.

Just open the door still wider to consistent optimism as you repeat that total—*One Billion and Ninety-five Million.*

WE WONDER!

AT the recent Civic Elections in Toronto, Ex-Alderman Sam McBride contested for a seat in the Civic Council. Out of six candidates Sam's total of votes was the lowest at the polls.

It will be remembered by Torontonians, and any who happened to be in Toronto at the time of the Civic Elections (or since that time for that matter), that, in his campaign for election, Sam exhibited a strong propensity for the use of bill boards, almost to the exclusion of other forms of media.

However, from many quarters comes the observation that the relations of Sam's defeat to his principle method of appeal, may, perhaps be considered more in the nature of an analogy than a mere coincidence.

We wonder!

"Southern Alberta has the finest crops in all of Canada this year."

W. J. BLACK,
Commissioner of Agriculture, Ottawa.

"I have been all over Canada, and I haven't seen any crop anywhere to compare with what I have seen around Lethbridge."

J. H. GRISDALE,
Director Experimental Farms for Canada

The Lethbridge Herald

Is the Only Daily in this District

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

SURELY, now, two cents a week is not too much to keep you in close touch with the important happenings and considerations of Canadian advertising? Then why not send through your dollar for a year's subscription to Economic Advertising to-day?

ECONOMIC ADVERTISING
Mail Building, Toronto

DOES ADVERTISING PAY?

By Harold C. Lowrey of Toronto Globe

ADVERTISING is somewhat like electricity. It is a gigantic force. It is seemingly intangible, but can be perfectly controlled as is electricity. It can be used profitably in many forms and in varying voltages. It is just as effective for the "little business" as for its big competitor, the only difference being the need of using better copy to counter-balance mere weight of space used by the bigger fellow.

Advertising can be successfully used in almost every field of endeavor and is quite essential to the obtaining of profitable and permanent business. The degree of success achieved depends invariably upon the effectiveness, consistency and extent of the publicity. When employed judiciously advertising pays and pays big, yet it must not be considered as a panacea for all business ills.

HAROLD C. LOWREY

Bradstreet's report for 1915 shows that out of 100 failures in business, 92 firms (or 92 per cent.) had not advertised and 8 firms (or 8 per cent. had advertised spasmodically, incorrectly, or too sparingly. That should conclusively prove that an investment in advertising when based on absolute facts is the safest investment in futures any business can make.

It would be extravagant to say that advertising will always pay or that all classes of advertising will produce profitable results. The modern business man has learned the value of advertising. He has put so much faith into it; has become so enamoured of it, that he has apparently lost his sense of comparative values. His advertising in some mediums has been so profitable to him that he has at once

jumped to the conclusion that all forms of advertising will pay equally as well. Eventually he finds out, unfortunately, only after spending much money, that there are many factors, other than the merit of the advertising itself, that must be taken into consideration in order to make the publicity pay a profit.

It must be remembered that like electricity advertising can be both positive and negative. Advertising is simply the multiplication of the advertiser's personal salesmanship. Any errors in his selling procedure are multiplied by the extent of the circulation of the advertising and the penalties are in like proportions.

Advertising short cuts distribution: it picks out the buyer and seller who are looking for each other and brings them directly together. Eight millions of us here in Canada are groping in the crowd, product in hand, searching both for a buyer and for some one who can supply our wants. An advertisement is a bulletin posted where thousands of paths cross. From it one of us learns of a chance to buy or sell. Two out of millions have been brought face to face ready to bargain. Your advertising can be honest or unscrupulous as you choose to make it, but the public will hold you to a strict accounting —your claims and your products must be in perfect alignment. The public will not be "humbugged" twice, nor will it pay you more for the same quality your competitor sells for less unless there is a reason for so doing.

Established houses find advertising a short cut to sustained business—a business insurance as it were. But in these cases advertising carries with it the responsibility for the continuance of the same value in the product that first won buyers. To succeed the advertiser must play fair with the public.

There is no legitimate business which human-nature advertising will not vitalize—no proposition however staid and stately, however coldly commercial, that the right kind of vigorous, red-blooded copy will not transform into a thing of life and interest. The successful advertisement must find a point of contact; it must secure and grip the reader's attention. It must go straight to the self-interest of the consuming public. It must show the buyer why he should buy and why he should buy at that precise moment. The dead level of mediocrity is easier but success lies only in superiority. The prime essentials of successful advertising lie in the merchant's ability to rise above the level, to get out of the common run, to make his business favorably conspicuous to the buying public. The right grasp of the subject, sound business judgment, natural diction, the ability to think at a pen's end, the gift of simple words and a keen sense of sympathy—these are the tools for the building of advertisements that glow with feeling and ring with responsiveness — that convince along the lines of least resistance.

When advertisers spend millions to change people's habits, raise their standards and create in them

a sentiment for new and better things, the only part of that advertising which pays the advertiser is the part which makes the people adopt the brand or make of the article specifically advertised—not a copy or imitation of it. Advertising is the mightiest factor in the business world to-day. It is an evolution of modern industrial competition. It is a builder with a potency that goes beyond human desire. It is a positive creative force in business. It builds factories, skyscrapers and railroads. It multiplies human wants and intensifies human desires.

Advertising pays industrially because it closes the gap of distance between producer and consumer. Economically, advertising pays because it closes the gap between the amount able to be produced and consumed. Socially, advertising pays, for it closes the gap between the quality of the goods which could be sold and should be demanded.

Last, but not least, advertising pays because it has made this world a better place to live and sleep in. It has forced the business world to be honest, and it has given us more for our dollar than was obtainable in pioneer days. Take advertised goods out of your life and you will be very miserable. You will soon admit that advertising pays.

CONVENTION DATE DECIDED

June 3rd to 7th, inclusive, have been decided as the dates on which to hold the annual convention of the Associated Advertising Clubs of the World this year. St. Louis, Mo., was decided some months ago as the city in which to hold the coming convention.

TESTS ATTENTION VALUE OF COLORS

WHEN both sexes are to be considered, the attention value of orange is greater than that of any other of the common colors, according to laboratory tests made by Henry Foster Adams, instructor in psychology at the University of Michigan. This is one of hundreds of deductions he has made in his schoolroom work and in tests conducted elsewhere, which are set out in his book, "Advertising and Its Mental Laws," just published by the Macmillan Co., Toronto.

Red comes first with women and blue first with men, the order of eight common colors being:

Color	Men	Women	Both
Orange	1	2	1
Red	3	1	2
Blue	2	4	3
Black	4	5	4
Green	6	3	5
Yellow	5	6	6
Violet	7	7	7
Gray	8	8	8

Tests of many kinds were made relative to obtaining and holding attention, association of ideas, fusions, memory, etc., and the book is another important addition to the growing literature which looks toward a scientific solution of advertising problems.

WOULD CENSOR PETTY LARCENY

John J. Orvis, Advertising Manager of Witte Engine Works, Kansas City, Mo., Proposes Board of Censorship to Protect Advertising, Advertisers and the Reading Public from the Depradations of Predatory Pilferers of Publicity

ECONOMIC ADVERTISING is in receipt of a letter from John J. Orvis, advertising manager of Witte Engine Works, Kansas City, Mo., which he is addressing to various prominent advertising and publishing associations, and clubs, and in which he presents a possibility in advertising activity which should call forth the hearty and active cooperation of all interested and concerned in the business of advertising.

There has always existed, Mr. Orvis claims, a need for some lawful measure to protect the author of original advertising ideas, designs and copy—the protection of agencies furnishing complete service—the protection of the publisher against imposition—the protection of the advertiser who pays for the preparation and subsequent publication of the original matter produced, and finally, the protection of the public.

It is unquestionably unfair if advertising matter prepared and paid for as noted above, be pirated, or plagiarized in any manner.

It is unquestionably unfair to the advertiser who foots the bill if a publisher accepts the advertising of a competitor, using practically the same matter, or so similar as to constitute an offense.

It is unquestionably unfair to the publisher to force him to accept advertising which misstates the facts or plagiarizes in any manner the advertising of another, because it comes through an agency whose other business he values.

There is unquestionably some way to protect the well-intentioned advertiser who seeks to give a dollar's worth of value for every dollar paid, and who studiously refrains from using the shears to prepare his copy, and from misstating the fact by word or illustration.

To accomplish or obtain a more desirable condition of affairs for all, the undersigned suggests a Board of Censorship. Such Board to be presided over by competent advertising writers of long experience, selected or endorsed by a group of selected advertising and publishing associations.

Such Board when organized, to pass upon all copy before or after publication, to inspect and verify the truthfulness of the advertising matter presented, to determine if it be free from plagiarism, or misstatement, and to notify publishers of its action in any case brought before it. To ascertain the extent of the plagiarism, if any, and fix the priority right to the use of the matter inspected, and to look after

such other work as may properly come before it.

A number of publications have been too careless in the matter of receiving business without ascertaining either the merits of the products or the priority rights of advertising competitors.

The blanket statement, "We guarantee the honest intentions of every advertiser in this paper," is not sufficient protection to the reader, the publisher or the advertiser. Instead of protecting the buying public as intended, such a statement, or notification, is often a coat of whitewash for the studiously unscrupulous, as well as those who are vending a product of some merit, perhaps, but doing so at no expense editorially—merely following the lead of a patent success and appropriating such sales matter as may seem best adapted for use.

The need of a Board of Censorship is clear. The cost of establishing and maintaining such an organization, would gladly be taken care of by responsible business concerns who advertise largely and who pay for the preparation of copy. Every city where there is an agency might have its own censor, or several, opening a field for a considerable number of experienced men, who know what should be done.

A Board of Censorship would benefit the publisher, the agency and advertiser. It would not be necessary to flag the reader's attention, regarding the "honesty" of the advertiser in any publication. It would benefit business to have the O.K. of a Board of Censorship printed in the corner of an advertisement, or placed on every piece of matter sent to the inquirer. It would make advertising pay as it has never paid before. It would remove from the field

akland
The Oakland Sensible Six has met with country-wide favor because of its bigness and beauty — its power roomi
Owners speed va responsiv at 2500 r
They va
No mere accident this— but a palpable swipe
A Board of Censorship would make such occurences impossible
Enjoy 1917
Touring Canada's highways & boulevards
WITH
CANADA'S STANDARD CAR

those men who have no regard for the simple ethics of the profession —spoken in half a dozen words— "Do it Differently—Tell the Truth." It would uplift the originator of advertising copy who must now produce that for which he is paid—regardless of his principles, beliefs or knowledge. It would have the effect of forcing honorable and honest competition— which is after all, the essence of progress and the life of trade.

No reputable merchant would hesitate to place his advertising affairs in the hands of a number of properly-selected, competent and seasoned advertising writers, constituting a Board of Censorship, for nearly all such have a high regard for the ethics of the profession, and would need no pushing to carry on the work in a fair way to everyone interested.

No fair-minded publisher would care to remain outside of such an organization as would meet the demands of reputable advertisers, advertising agencies and advertising men.

Mr. Orvis certainly presents a clear case against this harmful advertising condition and practise, and a matter which should receive earnest consideration and discussion. It is to be hoped his proposal will open the way for some determined action, especially on the part of our large national advertisers and publishers.

What think you?

Good advertising is to your business what fresh air is to your lungs.

ADVERTISING AFFILIATION TO HOLD CONVENTION

The Advertising Affiliation of the Clubs of Canton, Cleveland, Buffalo, Rochester and Syracuse, will hold a convention at Hotel Statler, Cleveland, January 26th and 27th, 1917. The Toronto and London, Ont., clubs have been specially invited by the affiliation. The programme prepared for the occasion is literally full of high spots.

Prominent among the speakers are C. Louis Allen, Edw. B. Houseal, Walter Dill Scott, Robt. E. Ramsay, M. Luckiesh, Chas. W. Mears, R. O. Eastman and Hon. Josephus Daniels.

ADVERTISING

ADVERTISING is the motive power of modern business. The man who has a product that the people want and does not tell them about it is living in the Sahara of his own barren life. He is a derelict lost in the empty desert of his own ignorance or folly.

The true function of advertising is to suggest rather than to convince, to lead rather than to compel, to inspire rather than to direct, by creating through the dominating idea used in the advertising other ideas in the mind of the reader that he or she will catalogue as personal, intimate opinions of the product and its value.

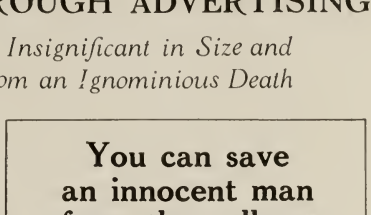
All advertising that suggests, leads and inspires is good advertising. If it is insistent and consistent, it must be productive advertising. This is the elementary fundamental of all publicity that wins increasing sales.—*The Wallace*

PROVING AN ALIBI THROUGH ADVERTISING

How a Single Advertisement, Insignificant in Size and Cost, Saved a Young Man from an Ignominious Death

SNATCHED from the very jaws of death, as expressive yellow journals might describe it, is the recent actual experience of a young man, and an unique demonstration of a phase of advertising service which deserves serious public consideration.

This young man, friendless and unknown in Chicago, was arrested, charged with murder, and identified by a witness to the crime. The police said he was on the straight road to the gallows. The help necessary to establish his innocence seemed hopelessly beyond his reach. Help, however, is always possible. An advertisement appealing for the necessary help was placed in one of Chicago's dailies. It produced the desired result. The innocence of the young man was established in eight days by the responses to the ad, and he was restored to freedom.



You can save an innocent man from the gallows

Guests of the Y. M. C. A. Hotel, Chicago

If you registered in the Y. M. C. A. Hotel, 822 S. Wabash Ave., on the evening of Monday, October 30, 1916, between the hours of 8:30 P. M. and 9:30 P. M., and can recall the hour at which you registered, you can save the life of a fellow guest who is now mistakenly charged with murder. Do this in the name of justice and humanity. Tell us the hour you registered on that evening. That is all the information we need to save this innocent man.

Write, call or telephone quickly.

O'Shaughnessy & O'Shaughnessy

Attorneys, 1252 Otis Bldg.
Telephone Franklin 1821

Here's the little two-col. fellow that saved a man's life

STORY OF THE CASE

On the evening of October 30th, 1916, at 9.15 p.m., three men entered the saloon of John Tiefenthaler at 222 Lomax Street. They held up those who were in the saloon, robbed the till, murdered Mr. Richard Hatfield, a patron, and shot the proprietor, John Tiefenthaler, twice in the hand and and once in the breast. Then with $47.00 which they had taken from the till, they made their escape.

Mr. Tiefenthaler, the proprietor, said he could identify at least one of them. Two days later Daniel Farrell was arrested in front of the Y.M.C.A. Hotel as a suspect. Mr. Tiefenthaler said he believed him to be the man who took the money out of the till.

"CLEAR CASE OF GUILT"

The police declared their belief that Farrell was guilty and that he would undoubtedly hang for the crime. They pronounced it a clear case against Farrell.

Farrell had been in Chicago two weeks. He came from Brooklyn looking for work. He was stopping at the Y.M.C.A. Hotel, 822 South Wabash Avenue. He said he had registered at the hotel on the night of the murder at about the hour of the murder. The young man's

MACLEAN'S MAGAZINE G

NOTE at the outset that this circulation o possessed NOW. Indeed it is surpassed, an months, but 30,000 is the minimum we guarant guarantee was a minimum of 25,000, net pai EXCEEDED THAT GUARANTEE FOR TH OF 1916 BY ABOUT 5,000 PER MONTH.

MACLEAN'S Circulation is obtained and held

by methods approved by the A.B.C. and A.C.A., and by all advertisers who study the **character** of circulation. Salaried solicitors, newspaper advertising, and direct appeal through the mails are the methods employed for getting and renewing circulation. Premiums and like schemes are not used. **Full price and cash in advance are required.** MACLEAN'S 30,000 should look better to you therefore, than if obtained by the use of premiums, etc., for it means that its subscribers are **readers,** that they paid their $1.50 for the magazine **because they want it for what it is,** and not for some extraneous thing, or because they were offered a bargain. The all-Canadian character of MACLEAN'S—what the magazine is doing for Canadian nationality, for Canadian writers and artists, and for the Canadian people —has won over 30,000 subscribers of the cultured and well-to-do classes to give their favor to MACLEAN'S.

MACLEAN'S Circulation is National

This means that an advertiser by using MACLEAN'S can give his publicity **national effect,** and this in a medium of prestige and esteem. If his appropriation forbids the use of many mediums or of local mediums, then in MACLEAN'S he can maintain at small cost potent publicity **influencing both the consuming and distributing classes**—this since MACLEAN'S circulation includes a considerable number of retailers, wholesalers and other distributors—readers of other MacLean publications, these being among the most appreciative readers of MACLEAN'S.

$1260 a Year

($105 a month) gives an advertiser continuous publicity in MACLEAN'S—this medium of esteem and influence—in full page spaces. (Advertisements face reading matter. Type pages measure 2¼ x 10 inches x 3 columns.) Rates for spaces of lesser size on application.

THE MACLEAN PUBLISHING CO., L

arantees 30,000 for 1917

),000, net paid, is
as been so for many
Early last year our
A.B.C. basis. WE
GREATER PART

Early in 1916 we began putting MacLean's circulation on a strictly paid-in-advance basis. Yet in spite of this severe policy we are able to quote an addition to our guaranteed net paid circulation of 5,000. This argues reader-appreciation and diligence on our part in the solicitation of circulation.

MacLean's Circulation is A.B.C. Audited

PLEASE GET THIS: When you use MacLean's, you reach **both men and women.** You get to more than men and to more than women; you get to **both.** Also you get to **families.** Since MacLean's Magazine makes a live appeal to the interest of every member of the **homes** it enters, the following way of presenting its service is fair and sound:

30,000 Homes

30,000 Fathers **30,000 Mothers** **30,000 Sons** **30,000 Daughters**

or a total of 120,000 individuals, each of whom may be regarded as a purchasing factor, a potential purchasing unit. And all these are in **homes of good class.**

You **do** reach the woman buyer, you **do** reach the man buyer, when you use MacLean's Magazine.

In Your 1917 Plans

use MacLean's for its worth and service, and because of its character and standards. Keep in remembrance this fact: that a circulation of 30,000 in Canada is comparable to at least 400,000 in the United States. Remember, also, that MacLean's Magazine is **an all-the-family** magazine, read with equal interest and appreciation by husband and wife, son and daughter. Thus you enter the family circle of over 30,000 homes, with a home's many needs and large purchasing power.

Put MacLean's on your 1917 list as a "must" medium, and as a most excellent "buy."

ted, TORONTO

Also at MONTREAL, WINNIPEG, NEW YORK, CHICAGO, BOSTON and LONDON, ENGLAND

attornies in searching for evidence, sought to prove the hour at which Farrell registered at the hotel on the night of the murder. This was possible only by the testimony of other guests who had registered there that same night. Some of these guests had gone away. Others were inaccessible. Nobody knew Farrell in Chicago. Nobody seemed to care except his attorney. Unable to adduce the needed evidence by the usual methods of legal investigation the attornies laid the matter before an advertising agency.

ADVISED RUNNING AN AD

"Would the printing of an advertisement help this case?" the attornies asked.

"Yes," they were told at the advertising agency, "and since you say that only a little money is available to your client, the best you can make out of it, under the circumstances, is in advertising."

"Very well; prepare an ad which will do the work, and print it as quickly as you can."

The day the ad appeared the guests of the Y.M.C.A. Hotel began to throng the law office. They came the first day and they came the next day. They came singly and they came in pairs. They kept coming. Others who were not at the Y.M.C.A. Hotel called to know how they could be of some service. Responses to the ad came from as far west as Salt Lake City, and from as far east as Tyrone, Pa. Lawyers in Chicago made it the chief subject of professional gossip. It attracted the attention of lawyers all over the country.

SHELTERING POWER OF THE AD

The most remarkable thing this historic ad did was to create an atmosphere which became a sheltering ægis to the heart-broken boy who was sobbing out his utter despair in the county jail. From every direction help of some sort came flying to the accused.

The State's Attorney took a personal interest in the case. The abundance of evidence which the ad produced enabled him to satisfy himself beyond the shadow of a doubt that young Farrell was positively and absolutely innocent of the crime, notwithstanding the police theory of positive guilt. On November 28th the State's Attorney had the happy satisfaction of being able to open the jail doors and restore young Farrell to freedom in his established innocence.

The world is only beginning to understand how broad is the scope of service advertising can render to human needs and desires.

When a single small ad properly prepared can save an accused man from the horrors of a murder trial, and the unspeakable death on the gallows, the world may well awake to the potency of this force for service to humanity in directions which are even yet almost overlooked and practically unknown.

AD MEN SHARE PROFITS

The three hundred employees of N. W. Ayer & Son, Advertising Agency, Philadelphia, recently participated in a division of fifty thousand dollars from 1916 profits.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

BY what theory of advertising an advertiser can hope to actually move a new line of goods off the shelves of dealers by merely stating the name of his product and giving an incomplete idea of its purpose and use, is more than one can understand.

The Bisto advertisement is probably based on a principle so subtle as to be not easily definable. Or can it be a test of some new mystery of advertising yet to be established as an advertising principle?

The Critic is inclined to the view that the interests of the Bisto people in promoting the sale of a new product, would be best served by following the well established theory of leaving nothing to doubt.

What is Bisto anyway? What is it made of? Is it a product pure enough to risk in the making of table dishes? Is it really an advantage over the old method? Will it keep? How much does it cost? How is one to know who are the proprietors of Cerebos Salts? Has entire distribution been so speedily achieved that there is no risk of disappointment if I ask my dealer for Bisto?

Of course, the average housewife is not so interested in the efficiency of advertising as to stop and ask herself all of these questions. They at least suggest some of the things in which the Bisto advertising is lacking.

In other words, it is impractical to attempt, with the expectation of success, to lift advertisements

BISTO
is a fine dry powder which thickens, colours and seasons gravy, soups, stews, meat puddings, etc. No flour, salt or browning is needed.
Of all Grocers.
Made by the Proprietors of Cerebos Salt.

Falls far short of its problem

planned for a fully developed field and place them in a field undeveloped and ignorant of the nature and purpose of a product. Reminder copy has its place. But so has educational.

* * *

Whew! So that's the route *you're* going to take, says the average reader, on viewing the Burlington Route advertisment. Thank you. Glad you forewarned me. Now, I'll either stay at home altogether, or use a competitive line. No chance of me risking a journey of days with a type of companion, so gentle, so harmless, so passively unargumentative as that pictured in the advertisement. Dear pity the timid, weak-hearted, who chances to stray aboard, if

"I'm Going Home
via the Burlington
thru The States, Twin Cities and Chicago!
The Burlington is the most desirable route, because it's the natural and most dependable route."
Send for Canadian Excursions folder—make your plans NOW.
Let either of us help!
Burlington Route
W. R. BURGESS, C. P. A. W. M. HUGHES, T. P. A.
501 Metro Dunn Inv. Bldg., Winnipeg, Phone Main 2100
F. N. RUGG, N.W.P.A., C. B. & Q. R. R., St. Paul, Minn.

If he gets on, then I stay off

your type is common to Burlington passengers. Afraid his trip would not be all sunshine.

Of course, I may be mistaken, in regard to Burlington passengers, but the impression seems unmistakable from a view of that hideous visage in the advertisement. Perhaps some day the Burlington people will find it profitable to tell me what pleasant, interesting, companionable people ride via the Burlington.

* * *

By what lapse of good judgment an otherwise emulative advertiser could have permitted himself to allow such an advertising monstrosity as the Good Year advertisement to appear in the press, is almost beyond belief.

Of course, we know the average reader would not give the same scrutiny to this advertisement that would be bestowed upon it by one interested in advertising, and yet it took just four and three-quarter minutes to figure out the characters in the heading.

On the other hand, there is no need to mention the unnecessary division of matter; the overplus of panels, and spots of interest; the poor grouping of parts, and lack of contrast; the dazzling effect of the background. These inconsistencies are too apparent even to the casual observer.

One would almost be safe in assuming that the only reason this Goodyear advertisement got across was that it must have been the pet idea and pride of one of the Boss' favorites. Surely it could not have been the conception of a responsible advertising man.

GOODYEAR
Winged Foot Heels
GUARANTEED
We guarantee Goodyear Wingfoot Air Heels to outwear any other rubber heels you have ever worn, or any others you can now buy. Should they not meet this guarantee, return them to us at Toronto, or to any Goodyear Branch, and get a new pair free. The Goodyear Tire and Rubber Co. of Canada, Limited, Toronto, Ont.
60 CENTS
Only the best heel can be a Goodyear product — only the best heel can command an extra price

Far below the "Goodyear" standard

Clever and complete—that about sizes up the effect of the recent Lantic Sugar advertisement. And yet, come to think of it, that is about the only way one could size up any of the Lantic Sugar advertisements which have previously appeared; clever and complete.

The fellow who can make you feel that mere sugar is as important as any other foods, has done good service to—"Sugar"—as well as to advertising.

Just a suggestion: perhaps a little less openness in the centre of the adve tisement would not be a disadvantage.

* * *

From now on, you can entirely change your ideas of what circulation advertising can and ought to be. That is, after you have read the recent *Everywoman's World* advertisement.

Here, a new trail in advertising effectiveness has been blazed for circulation advertising. Perhaps you will miss the offer of free books of wonderful tales, a fountain pen or a trip to the Tropics. But the deficiency will not prove a disappointment. Interest—*Interest*—INTEREST—that is the quality that here calls for your attention, and carries you away on the wings of curiosity to the little book store on Main Street where a varied array of magazines may be seen, and one in particular which

Women will vote on Conscription Feb. 5
For the first time in history, the women of this Dominion will be given the privilege of voting on a vital public issue.
Women's Parliament of Canada In February
Everywoman's World

Real salesmanship in advertising

on this occasion will stand out above the rest.

When an advertisement can make an individual feel that its pursuasion is his own conviction it has obtained not only one of the most difficult, but one of the most subtle and forceful influences of advertising.

* * *

Every try to find a needle in a hay stack? Then, you've got some idea of how easy it would be to pick a flaw or inconsistency in the Fry's Cocoa advertisement. It approaches the perfect. Therefore, our eagerness to hold it up as an example.

That is probably the reason J. S. Fry & Sons Limited, like to have this particular advertisement reappear about once a year. Here is the only weakness. Why not let

Be as consistent about Your Sugar as about Your Tea
You order package tea, of course, especially when you can get reliable, well advertised brands that have proved their quality. Why not buy sugar in packages, as well as tea, biscuits, macaroni and other pure foods?
In 2 & 5 pound cartons
Lantic Sugar
In 10 & 20 pound bags
"The All-Purpose Sugar"
packed, weighed and sealed at the refinery—with its purity and high quality unconditionally guaranteed by the package. You'll like the fine granulation, fine. Your grocer has the 2 and 5 lb. cartons or 10 and 20 lb. bags in stock; if not he will get you any size you wish. Insist on buying your sugar as you buy your tea, in the maker's packages.
ATLANTIC SUGAR REFINERIES LIMITED
MONTREAL

Clever and complete

present achievements be the inspiration and stepping-stone to

"An Extra Run"
on
FRY'S
COCOA
RUNNING a big Mogul on schedule time is about as complex a brain, sinew and nerve test as a man could want. So when the order comes for "An Extra Run" that engineer is wise who fortifies himself with a cup of FRY'S COCOA. FRY'S, because it builds for "nerves of steel." It's such a splendid food as well as a delicious beverage.
Drink FRY'S regularly yourself and note the vigor it imparts.
Trade Supplied by
J. S. FRY & SONS, Limited
Toronto, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Vancouver, Victoria
FRY'S
COCOA

Approaching the perfect

even greater accomplishment? The people *can* get tired of repetition.

SPEAKING OF MISLEADING ADVERTISING

IT is reported that James A. Everitt and his son, Sibley F. Everitt, of *Up-to-Date Farming*, Indianapolis, were recently sentenced to serve eighteen months and twelve months respectively in the Federal Prison at Atlanta, by Judge Anderson of the Federal Court at Indianapolis, because of a subscription scheme they operated some months ago, involving the offer of free garden seeds.

The recipient of the seeds was told that, to earn the seeds, he would have to perform a service, which consisted of sending money for *Up-to-Date Farming*, or obtaining a subscription, and when the money was not forthcoming, letters were sent from a collection agency, which the Everitts operated, threatening legal action.

It was shown the Everitts had obtained $5,000 through the plan, but that they had made restitution and had actually lost more than $8,000 before they were through with the scheme.

In addition to appearing in *Up-to-Date Farming*, the free seed advertisement appeared in a few other farm papers, some of which later repudiated the Everitts vigorously in their editorial columns.

Prior to the trial, J. A. Everitt had sold his interest in the paper, it is said, though the son was still connected with it.

PLAN TO FORM NATIONAL NEWS SERVICE

At a recent meeting of newspaper publishers in Ottawa, and at a series of meetings of the nationalization committee of the Canadian Press Association, very substantial progress was made toward the formation of a truly national Canadian news association operating wires from coast to coast.

If your business isn't worth advertising—advertise it for sale.

* * *

The fellow who tries to attract business without advertising is like the fellow who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but nobody else does.—*Wm. J. Bryan.*

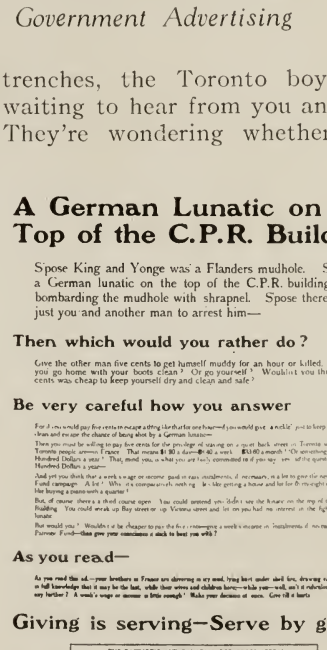
GETTING THE PUBLIC TO PART WITH TWO AND A HALF MILLIONS

Bursting 42-Centimetre Advertising Shells Among Toronto Public in One of the Most Compelling of the Many Notable War-time Campaigns—An Actual Demonstration of What Direct, Red-blooded, Human Copy Could Accomplish for Government Advertising

LET strategists talk of the value of barrage fire. Let correspondents describe the result of finding the range. Let those of our soldiers who have returned, relate the power of the big guns. Torontonians themselves the last few days have experienced the effect of equally mighty forces. Not actually shot and shell, but advertising ammunition. Toronto has been shrapnelled virtually from head to foot, with big, over-powering, full and two-page newspaper advertising shells, directed from the batteries of the local 50,000 Club and Canadian Red Cross.

PURPOSE OF THE CAMPAIGN

The campaign will cover a period of ten days, and will be wound up by a four-day period of personal collecting. It is an endeavor to replenish the funds of these patriotic organizations to the extent of 2½ million dollars, to be used for the purposes of supplementary maintenance in the homes of soldiers away at the front, and Red Cross work, behind the battle lines. In fact, the aim of the campaign may be summed up in a typical quotation from one of the advertisements:—"Over in the trenches, the clammy, muddy trenches, the Toronto boys are waiting to hear from you and me. They're wondering whether Toronto forgets their mothers, forgets their youngsters, forgets their wives, forgets the wounded fighter; or whether Toronto thinks of them, works for them, gives for them, backs them up.


A German Lunatic on the Top of the C.P.R. Building
Spose King and Yonge was a Flanders mudhole. Spose a German lunatic on the top of the C.P.R. building was bombarding the mudhole with shrapnel. Spose there was just you and another man to arrest him—
Then which would you rather do?
Give the other man five cents to get himself muddy for an hour or killed, and let you go home with your boots clean? Or go yourself? Wouldn't you think five cents was cheap to keep yourself dry and clean and safe?
Be very careful how you answer
As you read—
Giving is serving—Serve by giving
THE PATRIOTIC AND CANADIAN RED CROSS APPEAL
SERVE BY GIVING CAMPAIGN
Patriotic Fund and Canadian Red Cross Appeal

Bringing home the privilege to every citizen

USE OF STRIKING APPEALS

The campaign as developed up to the present, has brought out some very unusual and disarming appeals and pointed arguments that should prove a source of interesting study to any advertising man, or those interested in advertising.

The advertisement illustrated herewith is a good example of the line of appeal utilized by the advertisements. The aim seems to bring the trenches, the needs of our soldiers and their families as close to the heart of patriotic Torontonians as is possible by any form of presentation.

That the form of advertising adopted, and that the aim of the appeals are accomplishing their end in satisfactory fashion, is evidenced by the fact that indications already point that the desired total will be more than obtained.

REPRESENTS SPACE COST OF $18,000

Nothing has been spared or skimped to insure the complete success of this advertising appeal. The columns of all six of the Toronto dailies have been used in the presentation of the appeal in nothing smaller than full page space, and frequently to the extent of two pages. It has been roughly estimated that the campaign represents space-cost of some eighteen to twenty thousand dollars. Quite a desirable appropriation when considered in connection with the short period of time in which it will be used up.

ILLUSTRATIONS BY C. G. BEAL

A description of the campaign would be incomplete without a reference to the part played in it by the excellent and striking illustrations from the brush of a well-known local artist, Mr. Carlton G. Beal.

It was necessary in a campaign of this nature that the illustrations should abound in human interest. In many cases they approach the dramatic. All are handled in pen and wash, and reproduced in halftone. They do credit not only to the ability of Mr. Beal, but to the wisdom and judgment of those responsible for the campaign.

STRIKING CONTRAST TO GOVERNMENT'S EFFORTS

With the Government's "Thrift" advertising appearing simultaneously in the press, the methods and influence of the two campaigns present a striking comparison.

It has been urged in these columns on various occasions that the interests of the Government in their advertising efforts would be much better served by the use of more imaginative copy. Aside from the difference in size of space of the two campaigns, the Patriotic appeal campaign is as different in influence to the Government's attempt as a seventy-two line head to an agate line. It follows the line of any successful advertising endeavor, getting its need and aim right under the skin of those to whom it appeals. Instead of the cold formality of the Government's appeal, there is an intimacy and naturalness about the Patriotic campaign that warms one to the acceptance of its requests.

As an exhibition of advertising effectiveness, of broad-minded

grasp of the situation and requirements, and intelligent use of the possible channels of appeal, it is evident the Patriotic campaign comes very close to the point of perfection.

ANSON McKIM KILLED

IN the death of Anson McKim, head of A. McKim Limited, Advertising Agency, Montreal, in an unfortunate railway accident at Coteau Junction, recently, Canadian advertising men from coast to coast will mourn one of Canada's best and most able members of the advertising fraternity.

Mr. McKim was in his sixty-third year, born near Napanee of United Empire Loyalist stock. He was married in 1884 to Bessie True, daughter of Hon. Geo. W. True, of Portland, Me. Mrs. McKim and a daughter survive him.

Mr. McKim first came to Montreal in 1878 as the representative of the Toronto *Mail*. In 1889 he established the advertising agency of A. McKim & Co., and in January, 1907, the business was turned into a limited company, taking into the organization, Mr. J. N. McKim, his brother, Mr. W. B. Somerset and Mr. H. E. Stephenson, who had long been associated with him. Later Mr. C. T. Pearce became interested.

Mr. McKim was a member of many clubs and social orders including the Art Association of Montreal, The Mt. Royal Club, St. James' Club, Canada Club, Forest and Stream Club, Montreal Racquet Club, Royal Montreal Golf Club.

H. M. JOHNSTON NOT HANDLING PRESENT SIMMONS' BED ADS

In a recent issue of *Economic Advertising* it was reported that H. M. Johnston was responsible for the attractive Simmons' Bed advertising then appearing in American publications.

To avoid possible misunderstanding and to place credit where credit is due, Mr. Johnston writes to say his connection with the Simmons' campaign ended with the 1916 advertising. The new campaign commencing in January of this year is not the work of Mr. Johnston, nor has he assisted in its preparation.

EVERYTHING HAS ITS PLACE

Doesn't it seem strange that even in this enlightened year one still finds direct-by-mail orators strong on the waste of publication advertising, but weak on "The Waste of the Waste Basket"?

Unfortunate for them, the public cannot be so easily fooled. Judgments based on ulterior motives are never convincing or successful.

THEY LIKE ADS

It is surprising how much people care for advertising. They do not take kindly to a sheet that is made up of solid reading matter. They want to see the ads, and they want to see good ads, but they will not stand for too much of a good thing either way.

WHAT IS A COPYWRITER?

By Derby Brown in Pilgrim Publicity

I DO believe that copywriting is about the least understood profession there is, and the most handicapped—even by copywriters themselves. Certainly it is the most strenuously manhandled of all the details in advertising.

A successful copywriter must be a sort of Dr. Jekyll and Mr. Hyde person. Simultaneously, he must be able to perform to two separate results: (1) He must sell the goods he claims to advertise; (2) he must sell the advertisements he claims to write.

Really, the second should come first. Because if a piece of copy is not sold, how in the world can it ever be put to the advertising test? Yes, it is considerable of a job to manipulate this Jekyll and Hyde business.

The copywriter must put himself in the public's place—he must put himself in the manufacturer's place—he must put himself sometimes in a middleman's place—and all the time he is working under the disadvantage of knowing that he must please all of them and satisfy all of their individually diversified requirements in order that his own cakes and ale may be forthcoming.

He must serve God and the devil. And under these conditions he is also more than often called upon to accomplish the inspiring task of doing something for somebody who cannot do it himself but who thinks he can do it a darn-sight better. This isn't anarchism either, but ninety-nine per cent. honest-to-goodness human nature truth.

Therefore, besides being everything from a blacksmith and carpenter, to poet, philosopher, showman, psychologist, pen-pusher, and diplomat, poor old Mr. Copywriter must also be a whole lot of a humorist—or else soon find himself making funny faces at himself in the looking-glass.

But right here—in his ability or non-ability to sell his own wares—must lie the acid test of the copywriter's success or failure as a factor in advertising. It's a pity. For of course all the truly great advertisements written to date have yet to see the light of day in print.

Now, there are two rocks upon which even the best qualified copywriters are prone to break:—this same over-analysis of and over-attention to the advertiser's side of the fence—and so-called advertising "cleverness." It is not so much the goods the copywriter should analyze—but the people who are expected to buy them. Every successful merchandiser knows that no goods can be done full justice to in print.

The most and best that can be hoped of an advertisement is that it will create an individual mental visualization of something, promote a desire to possess, prepare a receptive condition and act as a persuasive guiding-hand to where that something may be found.

This is enough—and a lot—but never too much to be expected.

Now it has been my experience that vastly more goods are sold on imagination than on argument. True, vivid argument seldom fails to stimulate imagination, but it is the rare advertisement indeed that actually argues a person into buying a thing.

And so, I believe that the true mission of copy in advertising a product is not so much to tell about the goods being advertised as to make the reader want to know about them.

To my mind the most successful printed advertisement does not attempt to serve as a shop window. Rather, it acts as an only partly opened door leading to desirable things. There is always a certain strongly dramatic appeal in a door that has been left ajar. Very few human individuals can resist the impulse to open it—if reaching the other side is made to seem of sufficient importance.

This calls for imagination more than any other one quality. But when I say imagination I don't mean "stunt" writing and catch-phrases. I don't mean mere cleverness. Copy should be the most sincere thing about an advertisement—otherwise it gives itself the laugh—and the lie. Cleverness, being essentially pyrotechnical in nature, seldom leaves much of an impression of sincerity or truthfulness. Consequently it is an extremely dangerous thing to handle —in words.

But it is possible to be imaginative and tell the truth at the same time. To me an imaginative advertisement and a typically clever advertisement are as different as the real and the imitation. Imagination exercises a far-reaching bigness of effect. It lives. Cleverness gives a sudden, fanciful "psstz"—and is all over.

There is a recent Eastman advertisement that clings in my mind as an example of good copy—and of a big copywriter. In plain, serious type, attractively balanced and with no attempt at fireworks, it reads—"Your friends can buy anything you can give them—except your photograph. There's a photographer in your town."

Very clever you will say. No, you're wrong. It's imagination, pure and simple. Broad imagination. Sales-making imagination. Because in that simple advertisement, you find a picture of your friends — everything they have given you, or you to them, and finally you get quite a vivid little view of yourself—on your way to the nearest photographer's.

Take the Sanatogen campaign. It puts you in the sick person's place and starts your imagination working along the path to buying —but without undue alarm or any of the claptrap usual in medicine advertising. It also puts its readers in the same class with big, brainy men and women. A compliment. It gets 'em. Real copy.

To take an old one—"Eventually, why not now." That is not merely a clever catch-phrase. It is good imaginative copy. It lives. It brings up the most effective kind of sales-producing mental pictures.

It's famous now. But I bet you that whoever wrote it had one bird of a time putting it across.

Take the recent Pyrene or Grinnell Sprinkler advertising. Its big story is the readers' story—not the advertisers' story. Plain, vivid, homely stuff—but of the kind of homeliness that makes a reader look right out of the page at himself and at conditions in his own home or office or factory or automobile or motor-boat—and gets under the skin of class and mass alike.

The place for out-and-out cleverness in preparing an advertisement is in its form—its lay-out and illustration—its eye attraction. For people grasp and retain the appeal and meaning of an advertisement through their sense of sight long before it touches their sense of understanding—hearing, heart or reason.

The eye likes clever things. And that is where your truly clever boys should exert themselves to get in their swipes. And that in a way is how a copywriter shows himself up as big, or not big. He must be a bit of an architect, designer and illustrator, as well as just a wordsmith. He must have vision.

At any rate, he should work very close to an artist, and both of them get in complete understanding and sympathy with the true significance of the advertising being attempted. He must know how to place effective illustration or decoration.

He must also understand practical reproduction—what is possible and what isn't. For I claim that good advertisments are not merely written—they are staged. And the copywriter is the stage-manager. The way I have seen the most successful copywriters go about their work is to hunt up the dominant imaginative idea for form before they worry about the dominant copy idea, the copy details, or even before bothering with the captions.

Get your form mapped out and then write your copy—but let your copywriter plan the whole thing. It can't be done piece-meal by Tom, Dick, and Harry. It's the copywriter's complete job, or he isn't a copywriter. Each word he writes must count, to be sure, but words count for very little in themselves, unless they form an appealing picture.

There is one particular point that I would like to touch upon—that is specialization in copywriting. We often hear some one say, "I am going to have my copy written by a specialist—a chap who has studied this particular subject and these goods and writes about nothing else."

Mr. Advertiser, you're dead wrong. The copywriter who has written about the most things and has not been forced to specialize on any one thing is the copywriter for you. Because he is apt to have a broader understanding of what constitutes a successful advertisement. He knows how to touch more people.

If I were asked to give advice to a copywriter, I would tell him this:

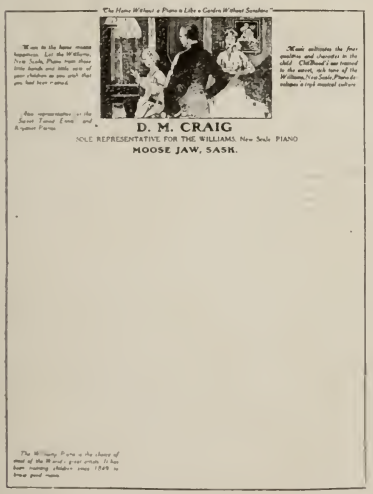
To bend every effort in learning, to sound and classify his public—to forget himself and everything else but the public.

For if a copywriter can accomplish this one big thing with any degree of accuracy, he can produce a successful advertisement — no matter whether he can write cleverly or not, no matter whether he doesn't know agate lines from folios, no matter whether he doesn't know St. Elmo Lewis from St. Elinor Glynn, and no matter whether the goods he is writing about be threshing machines or a new kind of nursing bottle.

Because in being able to touch upon any one responsive chord or variety of response chords in human nature, he possesses a stock-in-trade that nobody—not even time—can take away from him. Goods change. Rapidly and radically. But human nature hasn't changed one bit since the snake sold the first bite of green goods to Mother Eve, and she in turn talked up the game to young man Adam.

GETTING THE DEALER TO HELP OUT

AMONG the many ways open to the manufacturer to obtain the hearty co-operation of his dealers in the sale of his merchandise, the use of the printed letterhead illustrated herewith by a well-known Canadian firm of piano manufacturers has proven acceptable and effective.



A little co-operation goes a long way

The Williams Piano Company, Oshawa, have printed this very attractive and interesting letterhead to be supplied free to new dealers as obtained. It is at the same time a useful help to the dealer and an excellent piece of advertising for him and the manufacturers.

In this, the Williams Piano Company have affected a very good stroke of business strategy, and presented a possibility that might be developed and utilized with effectiveness by almost any class of manufacturers.

Elbert Hubbard used to say that he knew of few pastimes as pleasant as that of putting salt on the tail of a good idea.

MEN AND MEDIA

J. H. WOODS, Editor and Managing Director of Calgary *Herald*, has just returned to Calgary after a months' visit to Toronto and the East.

* * *

A. J. McClure, formerly Manager of the Toronto office of the Mortimer Co., Ottawa, is now advertising manager of the Mitchell Automobile Co., of Racine, Wis.

* * *

A. M. Fisher, formerly Advertising Manager of Hugh C. MacLean Limited, Toronto, recently became associated with the Map and Advertising Co. of the same city. T. F. Halliday, who for some years has been representing the MacLean western papers, has accepted the position made vacant in his company by the withdrawal of Mr. Fisher.

* * *

Hugh S. Eayrs, Publicity Manager of Macmillan Co., Toronto, has left for a twelve weeks' trip through Western Canada.

* * *

T. Miller, manager, Moose Jaw *Times*, is at present enjoying a short trip to Eastern Canada.

* * *

The issuance of the *Pulp and Paper Magazine*, Toronto, was recently changed from semi-monthly to weekly.

* * *

W. H. Hewitt, formerly representative of *Canadian Railway and Marine World*, Toronto, has severed his connection with that publication to accept the representation in Toronto and Ontario, of *Electrical News and Footwear* in Canada, two of the Hugh C. MacLean group of trade papers.

* * *

In order that their subscribers may still continue to bear their fair share of publishing costs, the subscription price of *Everywoman's World* has been raised to 15 cents a copy; $1.50 per year by annual subscription.

* * *

Again we enjoyed the beaming countenance of W. F. Weld, Manager of *Farmer's Advocate*, Winnipeg, who recently dropped in to visit us on his annual winter migration to parts eastern.

* * *

On January 1st, the Montreal *Standard* appointed Jos. B. Rathbone, Toronto, as their representative in Toronto and Western Ontario districts.

* * *

"Letters from Leaders" is the title of a booklet recently issued by Toronto *Mail and Empire*. It is gotten up in unusually attractive fashion, and its contents should prove of much interest to advertisers and space-buyers.

* * *

E. S. Bates, for the past five years editor of *Canadian Textile Journal*, recently accepted the managership of the new Montreal

office of B. Innes, felt makers, Carleton Place, Ont.

* * *

With February 1st the rates of the Winnipeg *Farmer's Advocate* will change to 18 cents a line flat.

* * *

D. T. Heisey, formerly City Editor of Kitchener *News Record*, was recently engaged as permanent secretary of Kitchener British League.

* * *

John R. Bone, Managing Editor of Toronto *Star*, has fully recovered from the effects of his operation for appendicitis some weeks ago. The last two weeks of his absence Mr. Bone spent in recruiting his lost forces by the breezes of Atlantic City.

* * *

G. E. McCullouch, at one time Advertising Manager of Moffat Stove Co., Weston, and recently with Smith, Denne & Moore, advertising agents, Toronto, recently accepted the position of manager of Gagnier Advertising Service, Montreal.

* * *

Continental Publishing Co. announce the issuance of a new publication—"*Everywoman's Dealer*," as a supplement to *Everywoman's World*, to appear in April, May and June, for the hardware, grocery, and drug dealers, respectively. The idea of *Everywoman's Dealer* is to keep the dealers fully informed as regards the consumer advertising in *Everywoman's World*, and encourage them to take fullest advantage of this advertising in helping to move stocks off their shelves.

* * *

Fred. Hickman, formerly Service and Promotion Manager of Winnipeg *Free Press*, recently joined the Winnipeg branch of McConnell & Fergusson Advertising Agency, and will be in charge of its copy department.

* * *

M. R. Jennings, Managing Director Edmonton *Journal*, recently spent a few days visiting Toronto and Eastern Canada.

* * *

Calgary *Herald* recently banqueted some ninety delivery boys as a reward for their untiring efforts to bring the *Herald's* city circulation by carriers up to the 10,000 mark. An idea of what this accomplishment means may be obtained from the information that there is only a total of approximately 12,000 homes in the city of Calgary.

* * *

Edmond Montet, for the past ten years Office Manager of Canadian Advertising Agency, recently sold his interests in the company, in order to devote his entire time to civic organizations. Mr. Montet is the secretary of Montreal Citizens' Committee,—the editor of the French edition of the *Forester*, and has been prominent in the organization of Montreal's yearly "clean-up" campaign.

* * *

Horace Davis, Advertising Manager of Montreal *Standard* since

the publication of its first issue, twelve years ago, and vice-president of the Standard Publishing Company, recently resigned to become associated with Montreal *Mail and News*, in special promotion work.

* * *

Robert J. C. Stead, of Calgary, has been appointed General Publicity Agent of the Canadian Pacific Railway, and Chas. W. Stokes, of the same city, his assistant. They are atttached to a new department of the Road, which has charge of the promotion of colonization and industrial developments.

* * *

Most salesmen like orders, but with F. C. Bray, of *Canadian Thresherman* and *Motor and Sport*, his bulging leather carrying case is proof that he actually loves them. Just down East on a little business trip.

* * *

The latest edition of the Associated Advertising Clubs of the World has just been announced. It has been organized in Winnipeg, and called the Winnipeg "Round Table." Eleven members have been enrolled as a starter. But this first handful is making up for any lack of numbers in the seriousness of their efforts. G. H. Rowlin, of the T. Eaton Company, is "Head of the Table," and J. W. Nicholls, of Christie Grant, Limited, is "Steward."

* * *

Five hundred members and guests of the Association of National Advertisers, representing annual disbursements of more than $100,000,000, recently met in convention at the Copley-Plaza Hotel, Boston. Honest advertising was the keynote of the meeting.

ADVERTISERS' ASSOCIATION LOSES VICE-PRESIDENT

Edwin A. Walton, of Detroit, vice-president of the American Association of Advertisers, recently died in Spokane, Wash., of pneumonia, after eight days' illness. Burial will be in Cleveland, Ohio.

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QUALITY is a vague term, which, applied to Acton printing, expresses the positive capacity of our staff and equipment to give every buyer of printing the very best value for the expenditure he is making.

DESIGNERS
COPY-WRITERS
PRINTERS

WRITE, WIRE OR PHONE

ACTON

Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

Mr. Advertiser, a combination contract covering the Toronto Daily and Sunday World will help solve the publicity problem accentuated by the increased cost of advertising. Ask your favorite advertising agency, or write direct to the Advertising Department, World, Toronto.

A.B.C. Audit, of course.

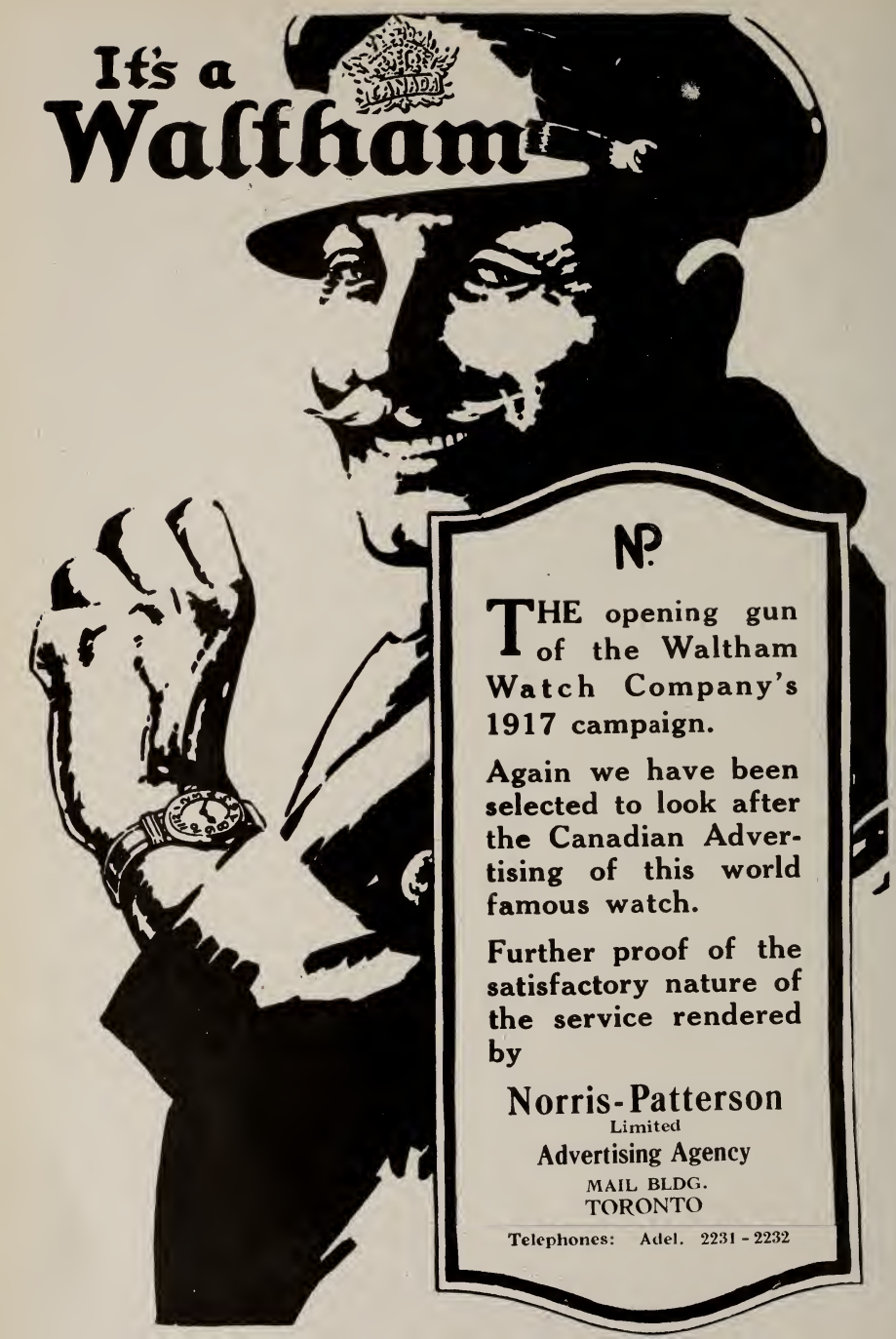
Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, February, 1917 No. 2

THE LATE ANSON McKIM (See Page 9)

It's a Waltham



No

THE opening gun of the Waltham Watch Company's 1917 campaign.

Again we have been selected to look after the Canadian Advertising of this world famous watch.

Further proof of the satisfactory nature of the service rendered by

Norris-Patterson
Limited
Advertising Agency
MAIL BLDG.
TORONTO

Telephones: Adel. 2231 - 2232

Let Your Salesmen Have This Advantage Also:—

A Salesman writes:—

> "On looking through your book, 'How I Can Cover Canada,' I am particularly struck with the number of towns in Ontario, no matter how small, where Everywoman's World circulates and I believe 'How I Can Cover Canada' will be of very great assistance in the initial selling of Ivory Soap, and our other brands that are advertised, by proving to the local merchants that our advertising reaches their customers direct and I shall be very glad to use it accordingly."

Newspapers Every Local Neighborhood

YOU can arm your travellers with our definite circulation statement, for any one town or village, as printed in the book, "How I Can Cover Canada Efficiently and Economically"; it will help materially in winning the confidence of the dealer, in convincing the dealer to stock your goods;—then to give the goods fine display up at the front of the store or in a prominent position where they will move fast to the people who have read your advertisement in Everywoman's World. You can count on an average of one out of every 4 to one out of every 6 or 7 of the English-speaking customers of any small town dealer being subscribers to this great Canadian Home Magazine.

A copy of the book will be sent free on request.

Winning Fuller Dealer Co-operation

If you are interested in selling to the Hardware,. Grocery, or Drug Dealers, write for full particulars on "Everywoman's Hardware Dealer" (May issue), "Everywoman's Grocer," (June issue), "Everywoman's Drug Dealer" (July issue), giving a complete dealer service and winning fullest possible dealer co-operation for advertised goods in these lines.

CONTINENTAL PUBLISHING COMPANY, LIMITED, TORONTO
Publishers Everywoman's World
Canada's Great Home Magazine

If interested, send for booklets, "Inside Tips on the Magazines" and "Values", giving comparative data in relation to newspapers. The data in our 48-page book, "How I Can Cover Canada Efficiently and Economically," is a revelation of how completely EVERYWOMAN'S WORLD covers each city, each town, each village, each little hamlet and rural post-office everywhere, absolutely uniformly throughout Canada—virtually "newspapering" Canada in a local manner for every dealer,—getting into the homes of from one out of every four to one out of every six or seven of his customers.

Keeping Faith With the Advertiser

The Winnipeg Free Press in its recent announcement of an advance in advertising rates made the following statement:

> "To recover the increased operating expense imposed on the Free Press by the extraordinary advances in the cost of everything which enters into the production of a newspaper would necessitate an advance in advertising rates in excess of two cents per line, but the Free Press is in thorough agreement with the recently expressed view of the Association of Canadian Advertisers, that the reader should at least share with the advertiser the growing burden of newspaper cost, and the Free Press is giving practical evidence of its sympathy with this doctrine by asking the advertiser to bear what it believes he will consider a reasonable share, namely, considerably less than one-half. The balance when spread over the individual subscribers, forms a tax, trifling in proportion, but one which it is justly theirs to assume."

As a result of that announcement the Free Press received many letters expressing approval of the position it had taken and enquiring what had already been done or what action was contemplated in connection with an increase in subscription rates.

For the information of its customers and of advertisers generally who are interested in the vital question of the apportionment of publishing costs the Free Press gives particulars of its recent action in this connection.

On February 3rd last, the Free Press announced an advance in the price of its Morning Edition delivered by carrier in the City of Winnipeg from 10 cents per week to 50 cents per month, and in the price of its Evening Edition delivered by carrier from 10 cents per fortnight to 45 cents per month.

Supplementing these advances are also increases in the rates to news dealers and street vendors, coupled with an advance in the mail rate of the Evening Edition in the Province of Manitoba and of all editions in the Provinces of Saskatchewan, Alberta and British Columbia.

The Free Press has therefore carried out to the letter the pledge, implied in connection with its advance in advertising rates, that it would in future look to all classes of customers when additional revenue was required.

THE MANITOBA FREE PRESS CO., Limited
WINNIPEG, CANADA

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar

A "Clean" Newspaper

Kitchener
News Record

Member A.B.C.

But Who Cares?

USE
THE REGINA
MORNING LEADER
TO COVER
SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:
TORONTO—E. J. Guy, 302 Royal Bank Building.
MONTREAL—R. Bruce Owen, 123 St. Peter Street.

The Daily Mail
The Evening News

Afford advertisers the means of reaching the larger portion of **Montreal's Buying Population** at low cost.

The Morning and Evening Home Newspapers that bring **Results** to the advertiser.

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, February, 1917 No. 2

STRAIGHT TALKS

THE GRAVEYARD OF ADVERTISING APPROPRIATIONS

JUST as we go to press there comes to hand the financial statement of the Riordon Pulp and Paper Company, which lays bare as the back of one's hand the year of struggle and hardship from which the company has just emerged.

With the paper makers' claim of increased manufacturing costs and labor difficulties as the reason for the rise in price, contrast the net profits of the Riordon Company for 1916 of a paltry $1,333,051, against the previous high record obtained in 1915, this is an increase in net profits of only $1,038,493.

Of this trifling total $95,315, of course, had to go for bond interest, and $70,000 for preferred dividends. Thus the surplus was sorely diminished. In fact, to such an extent that it only attained a total of $1,105,736—an increase of merely $1,034,482—leaving for distribution on common stock the inconsequential increase of 800 per cent.

In the face of forced economies, with what nonchalant indulgence fate, or circumstance, or both, perhaps, leans the lustrous light of their luckiest stars on an industry upon which depends the well-being of our national life and commercial development.

And whence came the practise of publishers and advertisers in pooling their earnings with paper makers without the slightest possibility of a fifty-fifty split of the dividends?

Windsor's Silver Jubilee

1892 25 Years A City. 1917

The Evening Record

The only Daily Paper in Windsor and Essex County.

Daily Average Circulation for January, 1917, was

9418

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

16828 Reasons Why

You should start your Advertising Campaign and continue to develop your market through the JOURNAL'S advertising columns.

Every Subscriber a Reason

EDMONTON JOURNAL
"Every Inch a Newspaper"
EDMONTON, ALBERTA

IF you want to cover **Calgary, Central and Southern Alberta** thoroughly, and at a low cost, use

The Calgary Herald

10,400 Circulation in the City of Calgary by carrier alone. Circulation guaranteed by the Audit Bureau of Circulations- **90% of Calgarians read THE HERALD. THE WEEKLY HERALD** will carry your message to 7,500 of Alberta's most prosperous farmers. It is the largest weekly farm journal west of Winnipeg.
Southern Alberta is the richest field to-day on the American continent. Write to-day for trade reports upon any part of the province.

The Herald Publishing Co., Limited
Calgary, Alberta

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

AN EMULATIVE PRECEDENT

THE old adage that "right prevails" is again demonstrated in the recent action of a number of the largest United States newsprint paper manufacturers.

For months these manufacturers have been dueling with United States publishers and the Federal Trade Commission over the increased cost and proposed reduction of prices on newsprint paper. Settlement seemed uncertain and far distant.

Having learned that the Federal Grand Jury in New York had been asked to return indictments against them charging criminal violations of the anti-trust laws, it is surprising with what celerity they sped representatives to Washington to submit to the Federal Trade Commission a signed statement which would remove the former prohibitive prices.

Here in Canada, though, conditions are somewhat different, we also have viewed for months an exhibition of protracted quibbling.

From an official announcement it is learned that before this issue of Economic Advertising is long in the mails the pulp and paper manufacturers will have determined a definite course in the matter of price.

If this final decision should prove unsatisfactory, the Canadian Press Association will have in the action of American publishers a serviceable precedent to submit to the Department of Justice.

It is to be hoped a hastened pilgrimage to Ottawa may not be made necessary.

THE ALLUREMENT OF COLOR

IN a consideration of foreign competition it is surprising that advertisers continue to leave to the foreign advertiser almost a clear field in color advertising.

No one can argue the greater attractiveness and dominating effect of color advertising. Yet more than ninety per cent. of the color positions of our periodicals are taken up by foreign advertisers.

Certainly the cost of color advertising is proportionately higher than in other countries. Proportionate increase is a condition we have become quite familiar with in almost all affairs. But the disadvantage of contrast and surrender of attention value, which the Canadian advertiser continues to suffer, is out of all keeping with the slightly increased proportionate cost.

The judicious use of color advertising in a few selected mediums should certainly pay the advertiser directly in dividends of increased confidence, consideration and persuasiveness. These are the inevitable forerunners of extensive and established markets.

AUTOMOBILES

Six hundred and eighty-three 1916 models were sold by Lethbridge dealers up to September 15th. There are agents in all the small towns in the district. Two hundred and seventy 1916 cars being sold at one small town—Vulcan. Some dealers can't get cars fast enough to supply the demand. Local dealers say the automobile business will be exceedingly good this coming season.

Tell the people about your car through the

Lethbridge Herald

The only daily in this prosperous district.

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. LTD.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

SURELY, now, two cents a week is not too much to keep you in close touch with the important happenings and considerations of Canadian advertising? Then why not send through your dollar for a year's subscription to Economic Advertising to-day?

ECONOMIC ADVERTISING
Mail Building, Toronto

ADVERTISING MOURNS LOSS OF A. McKIM

Expressions of Appreciation and Letter of Condolence from Association of Canadian Advertising Agencies to Widow of the Dean of General Advertising in Canada

IT seems to be one of the ironies of life that a man and his work are appreciated most of all after his presence has been removed from wordly activities and his ear from the sound of well-deserved praise. It is so with the late Anson McKim, president of the A. McKim Advertising Agency, who, as previously reported in these columns, came to such untimely, unexpected end January 25th.

Mr. McKim himself, no doubt, in a measure, was aware of the high regard in which he was held by all. Not, however, until he passed away, has the fuller appreciation of him as a man and business counsellor found voice and expression.

But death cannot kill what never dies.

The years that are past remain a monument of achievement in the varied walks of life he traveled. His wisdom in counsel, his kindly good fellowship, his enduring sincerity, will continue an unforgetable inspiration.

The years unfolding just ahead were full with the promises and certainties of a helpful life. In those who knew him best and intimately, such promises inspire an emulative duty, and a desire to bring to completion the conditions and relations in Canadian advertising, he so warmly endorsed and ably strove to bring about.

His confreres of the Association of Canadian Advertising Agencies, by whom he was held in unbounded respect and admiration, recently gave open avowal of their appreciation of the man, associate and friend, in the following resolution unanimously adopted:

"That The Canadian Association of Advertising Agencies has learned with deep regret of the death of its much esteemed and highly respected President, Mr. Anson McKim, and takes this, the earliest opportunity to express the heartfelt sympathy of its members with his family, and business associates in the loss of one who has endeared himself to all who knew him; and that this Association, and its members individually, have always found him to be a very sympathetic and sincere friend, and feel that by his death Canadian Advertising interests have lost one of their foremost and best workers;

"And that a copy of this resolution be forwarded to his widow and family, to A. McKim, Limited, and the press."

Life is to be fortified by many friendships. To love, and to be loved, is the greatest happiness of existence.

DESIGNERS
COPY-WRITERS
PRINTERS

Our equipment and the men behind it assure perfect satisfaction to every buyer of Acton Printing.

WRITE, WIRE OR PHONE US
ABOUT YOUR PRINTING NEEDS

Acton

Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

THE TORONTO AD CLUB DISCUSSES HYPOTHETICAL APPROPRIATION

Members, Representing Various Forms of Advertising, Present their Ideas on Essential Considerations in the Expenditure of $10,000 for an Imaginary Broom Company

DURING the past few weeks the members of the Toronto Ad Club, at their weekly luncheon meetings have been enjoying a series of addresses that is proving to be one of the most interesting and helpful of the many educational features developed by this live, aggressive organization.

The membership of Toronto Ad Club, being made up of such diversified interests, heretofore has found it a difficult problem to present topics which would prove of direct value to its total following. The idea of counselling an imaginary company on the most effective way to utilize an appropriation is one which includes, and has awakened at one and the same time, the interest of all the various sections of Toronto Ad Club membership. The development and progress of this discussion should prove of absorbing interest to all connected with advertising everywhere throughout the country.

THE PREMISE

The Dominion Broom Company, manufacturers of various styles of brooms, with factories supposedly located in Ontario, is about to spend $10,000 to develop a market in Ontario for its products.

Being a new company its goods are unknown to either dealers or consumers. It has no distribution, following, or reputation as yet among dealers and jobbing houses. It is desirous of placing its advertising appropriation in the hands of an advertising agency, and is open for counsel from all quarters as to the quickest and surest methods of developing distribution, sales and reputation.

THE SPEAKERS

One speaker was appointed to represent each of the important forms of advertising. Mr. A. J. Denne, Manager of Smith, Denne & Moore Limited, Toronto, presented arguments from the standpoint of the agency. Mr. E. H. Dickinson, Toronto Manager of the Canadian Street Car Advertising Company, upheld the necessity of street car advertising. Mr. F. H. Rowe, of the E. L. Ruddy Co., Limited, Toronto, addressed the Club on the importance of billboards. Mr. P. G. Cherry, Secretary and Sales Manager of Might Directories Limited, Toronto, presented his arguments in favor of advertising by mail. Mr. F. M. Alexander, Advertising Manager of *Dry Goods Review*, Toronto, will point out the position of trade paper advertising in such a campaign. Mr. T. Wibby, Manager,

Advertising Specialties and Signs, Toronto, will present the case for specialty advertising.

The addresses of Mr. Dickinson and Mr. Cherry are reproduced below. The others will follow in succeeding issues.

Editorial comment on the discussions thus far would be untimely at the present. When the addresses of all sections of the discussion have been laid before our readers a complete summing-up will be presented. Meanwhile here are two of the first addresses available.

STREET CAR ADVERTISING DISCUSSION

By E. H. Dickinson, Toronto Manager, Canadian Street Car Advertising Co., Limited

I UNDERSTAND, gentlemen, that you have an appropriation of $10,000 to spend in advertising, your campaign to be confined to Ontario. While the fact that you have this money to spend interests me, still I would like to know that you would be in a position to profit by the advertising.

It is one of the steadfast policies of our company to refuse accounts until we can conscientiously feel we can bring you returns for your money.

What is your output?

What distribution have you?

Have you a fair margin of profit?

Have you studied your competitors' problems, his methods of advertising, etc.?

The cheaper grade of broom shows a profit to the manufacturer of 25 cents per dozen. The better grade broom shows a profit of 35 cents to 40 cents per dozen. With the average profit of 30 cents per dozen, you would have to sell 35,000 dozen brooms to make a net return of $10,500. This means you would have to sell 420,000 brooms to enable you to appropriate $10,000 for an advertising campaign in order to break even. The population of Ontario as given in the 1911 census was approxi-

E. H. DICKINSON,
Toronto Manager of the Canadian Street Car Advertising Co., Limited

mately 2,525,000, or say 505,000 families, so that you would have to sell one broom to practically 85 per cent. of the families of Ontario to get a net return of $10,500.

Taking for granted that these essential features of your business are worked out satisfactorily, the next problem you have to solve is, what advertising medium is going to produce the most effective results at the most reasonable cost.

Your brooms will, of course, be principally handled by the grocer.

There are 5,886 grocers in Ontario and of this total, 60 per cent. are situated in the twenty larger cities.

Let us take Toronto. Concentrated within a radius of five miles from Toronto's City Hall, live 465,000 people—93,000 families. Thickly distributed over this closely packed area, are 1,513 grocers. Dozens of wholesale houses—all within the city—supply this vast trade.

Selling and delivery expenses are at a minimum in this rich and compact market. Salesmen use street car fare instead of pullman tickets, and goods are delivered by truck, saving express and freight charges. Credit problems too are simplified.

Other cities can be likened to Toronto in these respects in proportion to their respective populations. It would seem logical, in fact necessary, if your compaign is to meet with maximum success, that you concentrate your sales effort on the larger cities first and gradually extend the scope of your operations to the smaller towns and villages and finally the rural parts of the province.

Street cars operate in all the principal cities of Ontario. All of the people some of the time, and most of the people all of the time use the street cars. *600,000 passengers are carried daily by the Toronto cars*, and reports show that this great total is constantly increasing. Other lines give you a circulation in proportion to the population of the cities in which they operate. Yours being a new product, the form of advertising which reaches the greatest number of dealers, as well as consumers, most frequently, and whose circulation is concentrated exclusively in the cities of the province, is the medium which will bring you the best returns per dollar spent. That medium is street cars. "The proof of the pudding is in the eating."

THE best definition of circulation as applied to advertising, is: "The number of chances of being read."

You all recognize these cards. Through them you learned how to pronounce the name "Boeckh." Gentlemen, I will read a testimonial which we received from Mr. C. M. Farringer, sales and advertising manager of the Boeckh Bros. Company.

"We used street car advertising for a number of years, and while we could not key results definitely, we are of the opinion that the steady, increasing demand for Boeckh's brushes and brooms is due in a *large* measure to street cars—combined with store card publicity. We also found that street car advertising did not limit its scope to the consumer alone, as when we put in a new and attractive card, we would get inquiries from dealers such as: 'Send me one of the new display cards which are now running in our street cars.'"

Such a strong testimonial from a firm which has used the cars in Canada should go a long way towards convincing you of the merits of street car advertising for selling brooms and allied products. Thos. Balmer, Dean of the Advertising Fraternity of America, who put the *Ladies' Home Journal* and the Butterick Trio on the map as advertising mediums, says:

"I am inclined to believe that the unresponsiveness of retail grocers to advertising in magazines indicates that they do not read magazines, or at any rate the advertisements, or they doubt the maintenance and effectiveness of the advertising. The same may be said of daily papers. The retail grocer has little time for morning papers. Most business men read the daily paper at breakfast, but the grocer is often at work before you get your breakfast and at night he goes home late, is tired out, and when he reads the paper I do not believe he takes up his time reading the advertisements."

"But the grocer—like everyone else—must ride in street cars. *From some investigations I made in New York City, I am very well satisfied that one of the most prolific reasons for the purchase of any new line of goods by the grocer is the demand created by street car advertising.*"

The best definition of circulation as applied to advertising, is: "The number of chances of being read." The reading of an advertisement cannot be guaranteed. Circulation is the act of putting an advertisement in a place where that advertisement can be read. For every dollar you spend in street car advertising in Ontario, you have a chance of *48,000 people reading your advertisement.* There is no other advertising medium in existence to-day that can give you a campaign for anything like the same money, and reach so great a number of people. Think of it gentlemen, you get 221 square inches of space, half a newspaper page, and have a chance of having your advertisement read 48,000 times for every dollar you spend in street car advertising.

As our circulation claims are the actual sworn returns to the Department of Railways and Canals, and moreover, the basis on which

the various companies pay percentages to the municipalities through which they run, the figures are of necessity correct. No street railway company is going to report a fare it did not collect and have to pay a percentage on that fare to a municipality. There would more likely be a shortage than an excess in the actual circulation.

The placing, changing and checking of your cards would be looked after by us. We maintain a staff of sixty men on a salary basis, one or more in every city, to look after the cars. These men make regular monthly reports to our office and special reports when requested, so that complete files are always had of every car on our system and every card appearing in each car. In addition to this, inspectors are sent out, who go over the work of our regular men and verify their reports.

The cars work for you morning, noon and night, the cards moving with the passenger, being an illuminated sign at night and invariably delivering your message at a time when the prospect is in a relaxed state of mind, therefore most receptive to your selling arguments. The street car card is ideal in size and shape for a store or window display card, hence street car advertising lends itself readily to the co-operation of the dealer. You can get an extra 5,000 cards printed for distribution to the dealer when ordering cards for the cars at a comparatively low price, thereby reducing greatly your cost for supplying dealers with special store cards which are more or less essential. Dealers are usually glad to give street car cards a prominent place and by so doing they connect their stores directly with the publicity and get the full benefit of it. The customer who sees the card in the cars and meets it again in the store gets that double impression which sooner or later leads to action.

In street cars your advertisement cannot be overshadowed by the large advertiser. The spaces are all of a standard size, 11 x 21 inches, and no special locations are sold to any advertiser. The big manufacturer who advertises nationally, or the big retailer or departmental store whose advertising is concentrated in one city, cannot buy a space in the cars larger than the space you occupy. This is one of the strong features of street car advertising.

Car advertising permits of color —and *color is the magical influence*

IN street cars your advertisement cannot be over-shadowed by the large advertiser. Spaces are standard. Special locations are not sold.

that the eye cannot evade. Your broom as it appears in the dealers' store can be made to appear in exact color and design on the car card. Speaking to the members of the Advertising Club of New York City, Mr. Arthur Brisbane, regarded as the greatest newspaper writer on this continent, said: "One picture is worth more than a million words if it is the right picture. You may advertise 'Jones,' the Greatest Man in the World, and nobody will believe you, but repeat it a million times and some day someone will say 'Jones,' and his neighbor will add, 'Oh, yes, the Greatest Man in the World.'"

People, nowadays, are rather busy in both their work and their pleasure. They want their advertising administered in a teaspoon and not in a gallon can. Short sentences with "punch" rather than long speeches with no apparent ending, will sell your brooms. A car card will accommodate all the selling talk your brooms will require. The housewife does not care whether your factory is in Toronto or Podunk Hollow; whether it is a ten-storey reinforced concrete structure or a one-storey frame building. If you hammer home your trade mark and tell the people simply and honestly that your broom is O.K., they will buy it.

Josh Billings made a good suggestion to advertisers when he said: "I don't kare how much a man talks if he only sez it in a few words." A list of the "regulars" maintaining street car campaigns in Canada reads like a blue list of American and Canadian manufacturers, for instance: Chiclets, Cocoa Cola, Lux, Arrow Collars, Surprise Soap, H. P. Sauce, Tooke Collars, W. G. & R., Wrigley's Gum, Sloan's Liniment, Scott's Emulsion, Na-Dru-Co., Carbona, 2 in 1, Ostermoor Mattresses, etc. We have testimonials on file from practically all our big advertisers, which supply the most convincing reasons why you should use street cars. Here is one from Leonard M. Frailey, Secretary of the Joseph Campbell Co., of Camden, N.J., the largest manufacturers of condensed soups in the world. In an interview with *Printer's Ink*, he said: "Our first advertising appropriation was $5,000, and before a dollar of it was spent we investigated all the recognized media—paint, billboards, street cars, magazines and newspapers. How much would it cost? That was what we wanted to know, and finally our choice fell upon the street cars, which seemed to be cheaper than all others. Our first contract called for one-third of the street cars in New York City, and after six months' advertising we had evidence that led us to increase the number of cars to one-half, and at the end of the year we were glad to make a contact for every car in New York City. What sort of evidence did we have? Sales! Increased sales, increased demand, and the fact that we were doing only one kind of advertising.

At the end of our first year's campaign our sales in New York City had increased 100 per cent., and since then we have never been out of the New York cars, and our

sales in New York City have never ceased to multiply year after year.

After New York, other territory was taken on steadily, until to-day we are using street cars in 372 cities and towns.

When the Joseph Campbell Company first began to make condensed soups the weekly output was ten cases; to-day it is over twenty million cans yearly, and the demand grows steadily.

This business, aggregating two million dollars annually, has been built up almost wholly through the street cars.

There are 1,250 street cars operated in the province, and a campaign giving you display 365 days of the year would cost you 40 cents per car per month, which is $500.00 monthly or $6,000.00 for the year. Cards which you would supply can be changed monthly or less frequently as you desire. I would recommend that you run a series of four cards for the year, changing every three months. We maintain our own art and copy writing departments and I will be very glad to have out artists submit suitable suggestions for you and will go ahead and place the order for cards, according to your instructions, if you so desire. If you handle this part of the contract yourself however, you will find it particularly interesting.

I understand that you are contemplating placing your business in the hands of an advertising agency. As we do not allow agency commissions, your contract with us would have to come direct, unless you wish to pay the agency commission over and above the cost of the advertising. Our rates are placed so close that we can allow no commissions. For every dollar you spend, you get a dollar's worth of advertising. And at any rate, the agency could not perform its full function in connection with car advertising. You can mail a newspaper from Fort William to Toronto for checking purposes, but you cannot mail fifty street cars. The cost of maintaining a staff for the purpose of checking cards alone would be prohibitive to the agency. We have to maintain this staff, and consequently, the cost of checking cards occupies only a small portion of the time of our carders.

I have pointed out that an advertising campaign, covering all the important cities of Ontario, would cost you $6,000 for the year. If you are desirous of reaching the small towns and villages and rural

YOU can buy space in the cars of Ontario to-day at the same rate as before the war.

parts of the province, I would recommend that you employ an advertising agency to look after this part of your campaign.

Any reliable agency is well equipped to plan and conduct such a campaign in the best possible manner. You will, of course, do some trade paper advertising and this will be looked after by the agency. In conclusion, I might say that because of the increased cost of white paper, other advertising mediums have had to increase their rates to advertisers, while in the case of street cars no increase whatever has been made. You can buy a space in the cars of Ontario to-day at the same rate as you would have paid before the war. The only incidental increase to street car advertising is in the cost of car cards, and of course this is only a very small matter.

Thanking you, gentlemen, for your attention.

DISCUSSION ON ADVERTISING BY MAIL

By P. G. Cherry, Secretary and Sales Manager, Might Directories, Limited, Toronto

I MAY say that, in selling advertising, I make it a rule not to knock any other class of advertising. My policy is to boost my own, if necessary make comparisons, but not generally to advise against the use of other media. If a man says to me: "Well, I am thinking of using the street cars," I say, "Very good, street cars are all right, and if you are satisfied that they will bring suitable returns, use them. But you cannot overlook mail advertising. It will greatly assist you in conjunction with your other advertising, whether it is in the street cars, on the billboards or in the newspapers and trade journals," and then I fit the proper reasons to suit the case. To carry this further, with possibly one or two exceptions, I am a believer in all legitimate forms or media of advertising.

P. G. CHERRY,
Secretary and Sales Manager of Might Directories, Limited

One of the greatest tributes to advertising by mail is the use that is made of this form of advertising by the advocates and issuers of the other methods of publicity. The

newspapers, trade journals and magazines depend largely on it to obtain subscriptions and to sell space, the novelty and sign men use it to obtain business. As a matter of fact, I don't believe there is a seller of advertising anywhere who doesn't use it. Direct-by-mail advertising, I believe, has more patrons than any other media, for, generally speaking, anyone who has occasion to use the mails at all is an "advertiser-by-mail."

One of the most outstanding qualifications of advertising by mail is the all-important questions of circulation and distribution. One simply selects the class to reach, and he is enabled to reach that class, he reaches only that class and he pays only for the circulation he has actually desired, allowing about 1 per cent. to 5 per cent. for post office returns, providing he is using an up-to-date list. If he only wants to cover a certain county, he is enabled to cover that county, no more, no less. That, gentlemen, figures circulation down to a real science.

These points were well covered by a recent speaker, when he also brought out the fact that in advertising through the mails you have no competitive advertising and other distractions on the same page along with your message.

Advertising by mail includes any class of advertising matter forwarded through the means of the government postal facilities to a prospect. It may be the reprint of an advertisement from a newspaper, it may be an expensive folder or a reprint in colors of a street car or billboard advertisement, or it may be the ordinary, simple facsimile typewritten letter we use so much, apparently to good advantage.

Now, speaking of the circular letter, sometimes you will come across a letter that starts right off with the statement, "This is a circular letter. So that you will have no doubts, we frankly tell you this. Now read our message," and so on. As one writer recently said, this is a suggestion that the letter is not worth reading, and he calls it apologetic salesmanship. And this writer continues to say that the value of the information in this letter is not dependent on whether it is a circular letter. Business men are not laying awake nights wondering whether or not they are going to be able to detect circular letters from the individual letters in their morning's mail.

The thing your business man is

ONE of the greatest tributes to advertising by mail is the use that is made of it by advocates of other methods of publicity.

interested in is the message you have for him—what you are going to do for him—how your proposition will profit him. That message may be sent to him alone or it may be sent to thousands of other men. The fact that thousands of those others have received it does not prevent him from being interested in it—if what you say is interest-arousing.

You use the letter form for your message because that is the most convenient and customary form for business messages. You use some process to get out your letter—where you send it to a number of men—because it saves time and money.

If you have a real message the process of presenting it to the reader in letter form has little bearing on the matter—so long as that process presents it neatly, attractively, and in good taste. Of course, you cannot hope to get a hearing if the appearance of the letter is unattractive, any more than a slovenly salesman can expect to get a hearing.

To get down to the case we have before us: the spending of that $10,000 of the Dominion Broom Manufacturing Co., Limited, to market its product in Ontario. I would not presume, gentlemen, to ask that the whole appropriation, nor even the best part of it, be spent in advertising-by-mail. But I unhesitatingly say: "To get the best out of your campaign you must spend a reasonable proportion of it in publicity forwarded by means of the postal system."

I will assume in this instance that the Broom Company is employing an agency to write its copy so that I will leave to the agency the different details including writing of circular letters, and the preparation of a small catalogue, or other enclosure to go to the dealer or consumer.

The trade lists for Ontario to be used would possibly be:—

43 Department Stores,
10500 Retail Grocers and General Stores,
125 Grocers, wholesale,
1250 Hardware, retail,
69 Hardware, wholesale,

and the approximate cost of these mailing lists is $75.00.

ITEM NO. 1—RETAIL TRADE

I would suggest sending a series of three multigraph letters to both the retail and wholesale trade.

(a) Retail Trade—One of the three letters should request the dealer to co-operate with the manufacturer by sending in a list of customers to which the manufacturer will send advertising matter mentioning the dealer's name.

(b) If there are low priced and high priced brooms a specially selected list of dealers could be made up, say, of those who are rated $5,000 and over, making a total quantity of this class in Ontario of about 2,500 at an additional cost for the list of about $25.00, and if necessary a special letter could be sent to these people regarding high class trade.

(c) Arrangements could be made to continue to send a series of follow-up letters to the new grocers

as they were noted to be in business, so that every grocer would be covered with the proposition.

ITEM NO. 2—WHOLESALE TRADE

Some intelligent plan of co-operation could be outlined to the wholesalers so as to insure their support by protecting them on all sales to the retailers, and they would possibly be doubly in favor of this class of broom if the consumers were covered by circulars.

ITEM NO. 3—CONSUMER

About 100,000 letters could be estimated on for the consumers to be sent out to the lists furnished by the retail trade.

ITEM NO. 4—THE COST OF ADVERTISING BY MAIL

The lists will cost approximately $75.00.

Item No. 1—retail trade—approximate quantity 12,000.

For letterheads, envelopes, multigraph letters, addressing envelopes, mailing, postage, for three letters, not allowing for catalogue or extra enclosure, would cost about $900.

Item No. 2—wholesale trade—approximate quantity 200.

Series of three letters to these people will cost approximately $20.00.

Item No. 3—consumer.

Letterheads, envelopes, multigraph letter, addressing envelopes, mailing, postage, would cost about $2,300. This gives a grand total of about $3,300, and makes a reasonable proposition, and at the same time leaves you a goodly amount to be spent in the newspapers, billboards, street cars, trade journals, or through whatever other media you may select.

This, however, is assured: you must cover the retailer and you must help him to sell your goods to get his co-operation. I feel convinced that by doing it as I have outlined, or in a similar way, you will receive a maximum of results.

I appreciate your kind attention, gentlemen, and I leave you with the recommendation to investigate further the proposition I have suggested.

Difficulties are things that show what men are. Those who try to do something and fail are infinitely better than those who try to do nothing and succeed.

IN advertising by mail, one only pays for the circulation he has actually desired.

DEVELOPING MARKETS FOR B. C. FRUITS

How the British Columbia Government is Using Advertising to Open Up New and Broader Markets for the Enormously Increasing Tonnage in B. C. Fruits—Appropriation from Government Grants and Growers' Subscription—Presenting a Marketing Suggestion to Eastern Fruit Growers—From an Interview by Correspondence, with W. E. McTaggart, Former B. C. Fruit Markets Commissioner

BACK in the first year of the war, the British Columbia fruit growers were face to face with the problem of rapidly increasing production, with no appreciable thawing out of new markets or development of old. Even to-day the outlook is for a production increase of over 150 per cent. within four years.

From a small appropriation for the promotion of an "Apple Week" in the city of Calgary, in the autumn of 1914, to the extensive campaign of the past year, thoroughly covering all the prairie provinces, eager and convenient markets have been developed in surprising measure for the products of British Columbia fruit growers. In a field formerly well saturated with foreign competative products, the British Columbia Fruit Markets Commission, armed with advertising, has altered the situation entirely, in favor of home grown goods.

The allotment for advertising has grown each year. The first appropriation which was made in 1914 was a provincial government grant to the Fruit Growers' Association. The success which attended this initial venture led the way to still greater efforts the following season.

Spreading out from the single city of Calgary, the 1915 campaign embraced a large number of prairie dailies extending from Regina to Edmonton, and from Prince Albert to Lethbridge. This campaign began with soft fruits and culminated with apples about the first of November.

AMBITIOUS EFFORTS PLANNED FOR 1916

In 1916 an ambitious scheme was mapped out for the more complete capitulation of the entire West. The appropriation for advertising was considerably augmented. Along with the Provincial and Federal Government grants procured for this campaign the growers and shipping agents agreed to contribute to an advertising fund of the Association, $1.00 for every car of fruit shipped from British Columbia to the prairies. It was surprising what a substantial sum was realized in this way.

The new campaign was considerably broadened in scope and circulation. Practically every daily and farm paper in Western Canada was included on the list. The jobbing and retail trade was thoroughly circularized by a series of strong letters urging co-opera-

PRESERVE B. C. RASPBERRIES
Without Sugar
Mail a post card Today to
W. E. McTAGGART
B. C. Fruit Markets Commissioner
Calgary, Alberta
for
A free copy of the handsomely illustrated 80 page B. C. Fruit Booklet containing complete instructions on how to preserve fruit
Without Sugar
BUY B.C. PRESERVING FRUITS NOW
SUGAR COSTS BUT A TRIFLE MORE
Be sure and put down your usual quantities of Preserving Fruits this season, for canned goods are soaring in price.
GET A B.C. FRUIT BOOKLET
Mail a post card To-Day to W. E. McTAGGART, B.C. Fruit Markets Commissioner, Calgary, Alta. for a Free Copy of the handsomely illustrated 80 page B.C. Fruit Booklet, containing complete instructions on how to preserve fruit
WITHOUT SUGAR

Single and double column ads were given circulation throughout the entire prairie provinces

tion, with considerable trade paper space used in conjunction.

Due to the short crop, copy was not run as extensively during the soft and small fruit season as was done the previous year. Apples however, were advertised rather extensively. Copy was keyed to run twice weekly, while apples were moving to the prairie provinces. Special emphasis was laid on the fact that "British Columbia had a crop of good, clean apples" that "they were prize winners," and that "they were now moving to the prairie provinces." These were the chief talking points set forth in the apple copy, due in a great measure to the fact that Ontario and Eastern Canada had a crop of rather inferior apples.

A booklet containing 225 fruit recipes was printed, and more than 30,000 copies were distributed during the year. It was stated in all copy that one of these attractive booklets would be sent upon request.

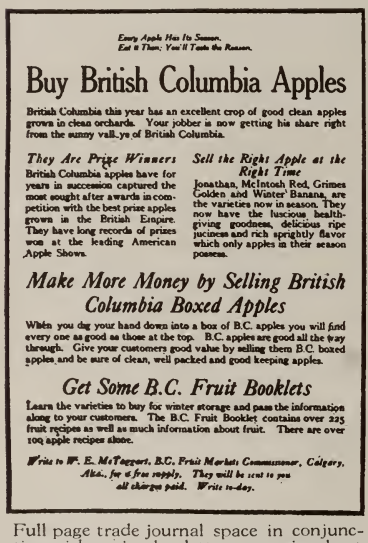
An apple show in Calgary during October in conjunction with the Calgary Soil Products Exhibition gave renewed interest to the advertising then running in that section.

That the campaign was successful, there is no doubt. Retailers, consumers and jobbers alike speak of the results which were obtained. Retailers, because their fruit sales were stimulated, for the copy appeared when fruit was moving. Consumers, because it told them when to buy the different fruits. Jobbers wanted the campaign continued yearly, for their sales were likewise increased.

Thos. Abriel, President of the British Columbia Fruit Growers' Association, makes the statement that a still bigger and more comprehensive campaign must be mapped out for the coming season, in an effort to reach the goal of even wider and better markets. British Columbia fruit is now a household word throughout Western Canada. Advertising has opened the high road to this peak

of success. Ontario and more established fruit growing centres might well take a tip from their Western brothers to make their own products better known.

If other fruit growers and distributors were to carry out British Columbia's plan in their own sections, and then by united effort launch a big campaign, the con-



Every Apple Has Its Season.
Eat it Then; You'll Taste the Reason.

Buy British Columbia Apples

British Columbia this year has an excellent crop of good clean apples grown in clean orchards. Your jobber is now getting his share right from the sunny vall..ye of British Columbia.

They Are Prize Winners

British Columbia apples have for years in succession captured the most sought after awards in competition with the best prize apples grown in the British Empire. They have long records of prizes won at the leading American Apple Shows.

Sell the Right Apple at the Right Time

Jonathan, McIntosh Red, Grimes Golden and Winter Banana, are the varieties now in season. They now have the luscious healthgiving goodness, delicious ripe juciness and rich sprightly flavor which only apples in their season possess.

Make More Money by Selling British Columbia Boxed Apples

When you dig your hand down into a box of B.C. apples you will find every one as good as those at the top. B.C. apples are good all the way through. Give your customers good value by selling them B.C. boxed apples and be sure of clean, well packed and good keeping apples.

Get Some B.C. Fruit Booklets

Learn the varieties to buy for winter storage and pass the information along to your customers. The B.C. Fruit Booklet contains over 225 fruit recipes as well as much information about fruit. There are over 100 apple recipes alone.

Write to W. E. McTaggart, B.C. Fruit Market Commissioner, Calgary, Alta., for a free supply. They will be sent to you all charges paid. Write to-day.

Full page trade journal space in conjunction with a circular letter campaign kept the dealer's interest up to boiling point

sumption of fruit would be greatly increased to the mutual advantage of all.

California oranges are widely advertised throughout Canada. Why not our own fruits? Our home fruit market should certainly be ours. By educating the growers to the advantages of advertising, this should be readily accomplished.

NEWSPAPERS SUE AGENCY FOR NON-PAYMENT

AN unusual and interesting case is being heard before the non-Jury Assizes at Toronto, in the suit of John M. Imrie, manager of Canadian Press Association, against the Eddy Advertising Service, Ottawa, and E. B. Eddy.

It is alleged that the defendant, as guarantor for the Eddy Advertising Service is held responsible for the amount of $1,618.83 due on advertising placed by the Eddy Advertising Service.

The defendant denies giving any guarantee or that he is in any way liable for the indebtedness of the advertising company.

In the examination it was brought out that the defendant is the son of the late E. B. Eddy, match and paper manufacturer, of Ottawa, and that he inherited $750,000, one-eighth of his father's estate.

The scarcity of paper is rapidly increasing the difficulties of London, Eng., newspaperdom. Further reductions in the size of several daily publications is imminent, and in some cases the new arrangements will go into effect at once.

Isn't it funny how advertising solicitation is becoming more and more destructive, rather than more and more constructive. If the other fellow's paper isn't worth a tinker's hoot why drag it into the consideration at all?

CHARLES E. POTTER

Potter Leaves City Dairy

Past President of Toronto Ad Club Resigns Managing Directorship

THE resignation of Charles E. Potter from the managing directorship of City Dairy, Toronto, has been announced. To Mr. Potter is due the credit of bringing the City Dairy into excellent repute and the new management states that he leaves the institution splendidly equipped for the continuance of its growing business.

Mr Potter became identified with the City Dairy in 1903, his success in the advertising field having attracted the attention of Toronto capitalists interested in the civic enterprise. With rare talent for organization, Mr. Potter has established a business of real importance to the community. Matters of public health and public service have been of intimate concern to him throughout his last thirteen years. While carefully guarding the interests of a great and useful institution, he has interested himself in civic matters with as much zeal as he manifested in his immediate business.

He is a past president of the Toronto Advertising Club and is an active member of the Rotary Club. He is a member of the Victoria Club, the Royal Canadian Yacht Club, the Scarboro Golf Club, the Canadian Club and the Board of Trade.

Mr. Potter has not yet decided what business he will engage in, and he will take a rest of several months in an effort to regain better health, before coming to a decision.

J. N. McKIM NEW PRESIDENT OF AGENCY

FOLLOWING the death of their former president, A. McKim, Limited, Advertising Agency, recently reorganized their board of directors. J. N. McKim, brother of the former president, and for twenty-seven years associated with the agency as office manager, and in charge of finances, has been appointed to the presidency.

Other members of the reorganized executive committee are: Mrs. Anson McKim, vice-president; W. B. Somerset, general manager; H. E. Stephenson, secretary.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

HERE I am with Fry's again, although it is only a month ago since I reviewed a former Fry advertisment. You will excuse me, however, when you understand the reason. The new

"Baby First"
Fry's Pure Cocoa
Best since 1728
After play or work in the crisp, wintry air nothing tastes so delicious as a cup of FRY'S Cocoa. Baby knows this. Big folk know it too. Fry's is ALL splendid, body-building nourishment: there is no waste, and it is in such soluble form that the system can immediately assimilate it.
Here is just about the cheapest, most enjoyable and most concentrated food you can buy today, but—
Remember, nothing will do but FRY'S
FRY'S PURE COCOA

Lacking the naturalness of former endeavors

advertisement is so radically different from the former that it certainly deserves comment.

Just turn up your last copy of Economic Advertising and compare the former with the present Fry advertisement reproduced herewith. A comparison in illustrative effect will afford quite a helpful study.

There was such a wholesome, likeable, big brotherly feeling about the former advertisement that it loosened the very cockles of the heart and warmed one up to the subject at hand. It is this feeling which is so noticeably absent from the present advertisement, despite the good copy, which makes such a strong comparison between the two.

In the comment last month upon the former advertisement the Critic had hoped that present achievement might be made the inspiration and stepping stone to even greater accomplishment. If the present advertisement is the first of a series based on this style there are very strong reasons why a reversal of method would be advisable.

* * *

There was no need for the Dominion Sugar Company to frankly make the statement in their advertising that they are not interested in the practical phase of it. That is altogether too apparent.

By what occult means they hope to put across this recent large-space campaign, hope to improve their reputation or retain public confidence, is probably a safely guarded secret known only to themselves.

Aside from the fact that practical, common sense has been thrown to the wind, the menus offered are in themselves, absurd and misleading. It purports to show that a meal for six can be prepared for 90 cents, and yet the

Prodigality in Excelsis

menu fails to include three indispensable items in every meal—bread and butter, tea, coffee or other beverages. Besides which there is hardly a sensible housewife, considerate of the well being of her household, who would lay before its members or expect them to subsist on menus such as those presented.

The whole thing appears to be but a foreflushing attempt to force the goods on the shelves of dealers, yet even though this be the purpose and aim, the advertiser undoubtedly will soon be forced to step down out of the blue sky and work out his destiny and sales promotion along a more sensible practical and result bringing lines, however honored they might be by time and usage.

Newspapers at least, the recipients of such philanthropy, should certainly find a big warm place in their hearts for Dominion Sugar Company.

* * *

No one can gainsay the excellence of the Imperial Life Advertisement nor the strength of its influence upon our male population.

It certainly follows the accepted standards of insurance advertising in fine and forceful style. The inevitable, negative appeal and reference to man's death day. The accustomed tinkling of death knells and the long black box.

Some day some insurance company is going to pile itself up with policies by utilizing the brighter, more cheerful, more positive viewpoints in its advertising. Then man's life and living-days will be made to seem almost as important as his death, and their enjoyment

The same old theme, but well handled

by himself and his kith and kin, as desirable as those when he has passed beyond.

The appeal of selfish enjoyment and comfort is and always will be, one of the most result bringing that can be adopted.

* * *

Five paragraphs of solid type. How the old stagers in collar advertising must hold up their hands in holy horror at such wastefulness of words. According to

VERY LITTLE TIE SPACE
LOTS OF TIE SPACE
It's All In The Tie Space
The reason why one man has to pull and jerk his tie into place while the other slides his around easily is due entirely to the tie space provided in the collar.
Very few makes of collars have enough tie space—especially in the larger sizes.
The design of W. G. & R. collars is such that every man, whether he wears size 14 or 17, secures ample and uniform tie space.
W. G. & R. collars are the "slide-easy" kind—a boon to mankind.
Come, try them you fellows who have been wearing the other kind. Life is too short to be unhappy.
TRADE
W.G.R.
MARK
COLLARS
Also W. G. & R. Fine Shirts, Pyjamas, Summer Underwear and Boys' Blouses
160

Collars Attention!

common practice a picture of the collar and its name is about all that is necessary to make a complete selling collar advertisement.

The change had to come.

Collar advertising as appearing in Canadian newspapers has become such a flat, dead thing that now with the new W. G. & R. campaign, the public can have some real reason and excuse for

GET a package of Calox for the children. The Oxygen in Calox preserves the little teeth and keeps them glistening white.
Calox cleans where the tooth-brush cannot reach.
Druggists recommend CALOX
25c.
50c.
CALOX
THE OXYGEN TOOTH POWDER
McKESSON & ROBBINS, New York
MENNEN'S COLD CREAM
-prevents roughened or chapped hands, caused by dish washing and other household tasks which are hard on the hands.
42

Exemplary use of small space

being interested in collar advertising.

Just one suggestion—the enlarged illustrations of the collars are not quite clear. It is hard to say at first sight, whether they represent a pair of horse-shoes or metal clasps from the tops of pickle bottles. There are undoubtedly better and clearer ways of illustrating the abundance of tie space in W. G. & R. collars.

* * *

To the advertiser of limited appropriation, doubtful as to whether the amount of money he can expend on advertising would be sufficient to get him anywhere on the road to sales expansion, just consider the recent series of

four inch Calox Tooth Powder and Mennen's Cold Cream ads.

Despite their smallness or the crowded appearance of the newspaper page it is next to impossible to pass up these attractive and interesting little fellows.

The Calox series particularly, seems to stand out no matter what company it happens to be in. The copy, too, in each

From Hamilton *Spectator*.

is necessarily to the point, and yet complete and sufficient to possess the fundamental ear marks of effective advertising appeal.

While both of these campaigns are no doubt designed to win by force of frequent repetition, they suggest what can be done in a measure, by the intelligent use of limited appropriations.

PERSONAL RELATIONSHIP

EVERY man's business is built up largely upon personal relationship. We spend our money with the people we like the best. We cannot afford to pay them more for things, but if the price be equal and the quality the same, we go far to put ourselves in the hands of our friends. Ethics of business are, after all, the ethics of life. A few hundred years ago any man who earned his living had no standing before the law. The sword and the State afforded the only employment for a gentleman. But we are coming to know that business—man's essential industry—rules the world. The golden grain of the agriculturist, the whirling spindle and the gleaming forge of the manufacturer, and the fast turning wheels of the carriers, make life joyous and happy. The war has impressed the world with the importance of the work of every man. There are those, of course, whose ideal is wealth, but they are in the minority, and they are found not only in the ranks of commercial business, but in the ranks of every other kind of business, from statesman to goatherd. Let us do what we can to spread the doctrine that nothing is greater than the industry of man.

MEN AND MEDIA

JOHN HEWITT, general sales agent of the Canadian Shredded Wheat Co., recently passed into the Great Beyond.

Mr. Hewitt had been connected with the Shredded Wheat business almost since its birth, and was a fine exponent of his company's business ideals.

That Mr. Hewitt was able to make a place for himself in the affections of his own townsmen was shown by the presence at his funeral of a large number of Toronto's substantial men. That he exemplified the finest attributes of a sincere and loyal Christian gentleman was evidenced by the fact that five ministers of the Gospel stood by his bier, and gave expressions of their regard for his character and virtues. All his friends in business and social life as well as "The Shredded Wheat Family" will miss his genial sunny face, and fine enthusiasm and will long cherish his memory.

* * *

John Ross Robertson, proprietor of Toronto *Telegram*, and well known for his public benevolences, recently declined on one and the same day, a Knighthood and Senatorship. Commenting editorially, Toronto *Globe* remarks: "He evidently thinks that being editor and proprietor is honor enough for one man. Many will agree with him."

* * *

The name of the Ottawa *Valley Journal* was recently changed to the Ottawa *Farm Journal*.

W. E. McTaggart, recently resigned the office of British Columbia Fruit Markets' Commissioner to accept the position of circulation manager of the *Grain Growers' Guide*, Winnipeg. Mr. McTaggart was responsible for the British Columbia Apples Campaign of 1915 and 1916. Previous to his taking up government work, Mr. McTaggart was connected with the Vancouver *Daily Province*.

* * *

Stewart Lyon, editor Toronto *Globe* was recently appointed representative and correspondent of Canadian Press Limited at the war fronts.

* * *

O. F. Burkhart, formerly with the advertising staff of *Canadian Courier* is now representing *Everywoman's World*.

* * *

Thos. F. Bermingham, a much traveled writer, is the most recent addition to the editorial staff of the Montreal *Herald*.

* * *

The two Ottawa evening papers the *Journal* and the *Citizen* recently raised their prices to 2 cents a copy—the morning papers of this city have previously been sold at that price.

* * *

Frank M. Alexander, formerly advertising manager of *Dry Goods Review* was recently appointed advertising manager of *Canadian Grocer*. Alex. Wales who has been identified for some years with the

MacLean trade papers, has been appointed to Mr. Alexander's former position on *Dry Goods Review*.

* * *

William Colgate has severed his connection with Smith, Denne & Moore, Limited, Toronto, to accept an appointment with Gagnier Advertising Agency.

* * *

H. C. Mendoza, formerly with the Loose Wiles Biscuit Co., Boston, has been appointed sales manager of the Canadian Chewing Gum Company, Limited, Toronto.

* * *

The coming of a new trade paper on March 20th, under the name of *Women's Wear*, has been announced by the publishers, H. Gagnier, Limited, Toronto. As its name implies, *Women's Wear* is designed to meet the growing needs of the women's wear trade in Canada. Its announced editorial policy is the publication of authentic news of fashions, style tendencies and success-bringing merchandise and business practices relative to the women's wear trade. The personnel of the editorial and advertising staffs include Geo. E. Duffy, editor; Miss C. M. Storey, fashion editor; N. R. Perry, advertising manager; G. A. Talbot, Toronto representative. In being produced by an organization whose publications are widely known, and occupy a prominent position in Canadian journalism, *Women's Wear* steps out on its career under the guiding hand and favorable auspices of intelligent publishing experience.

WILLIAM E. COX

William E. Cox, whose experience in merchandising, has won the attention and comment of substantial advertising men. Advertising now rightfully claims him for its own in the recent appointment to advertising manager of *Canadian Courier*.

* * *

Brockville is using original means in the formation of an Ad Club. Prizes for a club slogan consisted of a free trip to the Saguenay some time during the coming summer, and $20.00 cash toward expenses.

* * *

M. F. House, recently resigned the presidency of Advertising Service, Limited, Montreal and Toronto. Inquiry at Toronto office failed to elicit information

other than the former president is now in the States, and his plans for the future are as yet unknown.

* * *

Fifty years ago—the year of Confederation—on the 3rd of May, 1867, the townsmen of Orillia beheld their first local newspaper, the *Times*. On the 3rd of May, this year, the publishers of the *Times* propose to celebrate in fitting style the occasion of their golden anniversary by the issuance of a special souvenir number. The issue will be largely historical in character and will include numerous special articles dealing with various phases of Orillia's history, progress and development. Arrangements are being made for increased circulation of this souvenir number.

* * *

C. H. Ralph has recently been appointed advertising manager of Bowes Co., Limited, Toronto.

* * *

Sir Gugh Graham, proprietor of the Montreal *Star*, has been elevated to the peerage. He is created a baron, but has not yet decided what title he will assume.

* * *

Paul E. Bilkey has resigned as Ottawa correspondent of the Toronto *Mail and Empire* to become an editorial writer for the Montreal *Gazette*. He is succeeded as Parliamentary correspondent by William A. Wallis, for some years on the *Mail and Empire's* sessional staff at Ottawa. His father, Arthur F. Wallis, was formerly editor-in-chief of the *Mail and Empire*.

* * *

B. L. Thompson, formerly representing the MacLean mechanical papers in Montreal, is now with *MacLean's Magazine* in Toronto.

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To Cover Toronto

Five different quarterly audits of the circulation of the Daily and Sunday World have been made by the Audit Bureau of Circulations and figures are given as follows:

Average Net Paid Circulation

QUARTER	MORNING	SUNDAY
3rd—1915	50,325	82,290
4th—1915	43,757	82,667
1st—1916	39,398	89,001
2nd—1916	43,382	95,049
3rd—1916	48,653	91,503

For the three months ending September 30th, the report divides the circulation of the two papers as follows:

	CITY	SUBURBAN	COUNTRY
Daily	28,618	8,394	8,091
Sunday	59,891	11,128	17,089

These figures do not include free papers, sample copies or papers going to exchanges. This is actual net paid circulation.

This audit shows a combined total city circulation of 88,509 and a combined suburban circulation of 19,522, proving that the Daily and Sunday World should be used by any advertiser who intends covering the City of Toronto and nearby points. On a combination contract for 5,000 lines, where the same copy appears in both papers, the rate for each paper is 7c. a line, the best value offered by any Ontario publication.

For additional information ask your favorite advertising agency or communicate direct with the advertising department.

The Toronto World, Toronto

The RETAIL MERCHANT MUST KNOW

BACK him and he'll back you. Whatever help you give him through Canadian Courier he learns fully and clearly through Canadian Courier Dealer Service. The Service is free.

Last Forms for first Supplement close March 5th. Immediate reservation is advisable. Write at once.

THE CANADIAN

COURIER

The National Weekly

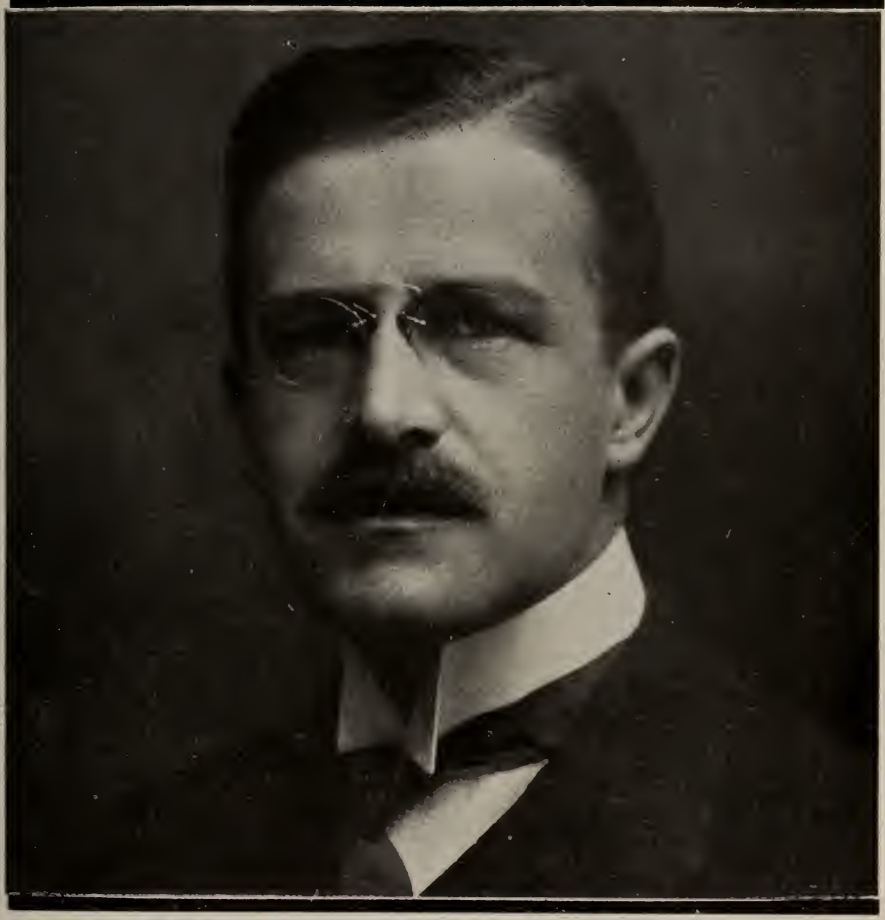
181 Simcoe Street, Toronto

Guaranteed Circulation 30,000 A.B.C

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, March, 1917 No. 3



LT.-COL. W. S. DINNICK—THE WHIRLWIND ORGANIZER OF MANY NOTEWORTHY CAMPAIGNS

(See Page 9)

The Hackneyed Word

SERVICE

This word has been in such constant use during recent years that it seems to have lost "punch."

Yet, it's the only word that really expresses what this agency offers to advertisers.

This is illustrated by the constancy with which many large advertisers entrust us with their advertising year in and year out.

Here's an extract from a letter received recently from one of our clients —name on request:

"and compliment you on the attention that your ads received at the hands of the publishers. I wish we had more of that kind of advertising here in the States."

If you are looking for such an agency service, we shall welcome your inquiry.

Norris-Patterson, Limited

Toronto

"IT'S ALL IN THE SERVICE"

22,000 lines in the April MACLEAN'S

THIS represents a gain of 6,000 lines over the previous month's figures. In the April number of MacLean's Magazine there is the equivalent of over 52 pages of advertising—a really fine record. Of these, the following representative firms are using full pages—several of them in two colors.

Studebaker Motor	Andrew Jergens Co.
McLaughlin Motor	Thos. A. Edison Co.
Willys-Overland Motor	Canada Cement Co.
Gray Dort Motor	Eveready Company
Chevrolet Motor	National Carbon Co.
Chalmers Motor	Gillett Safety Razor Co.
Little Giant Motor	National Cash Register Co.
Dunlop Tire	Brandram-Henderson Co.
Goodyear Tire	Monarch Knitting Co.
Goodrich Tire	Cudahy Packing Co.
Martin Senour	

The remaining thirty odd pages are made up of advts. of lesser size, representing very many advertisers, all of whom have seen MacLean's Magazine to be a choice medium for their advertising.

MACLEAN'S guaranteed (A.B.C. audited) circulation of 30,000 net paid for 1917 gives an advertiser a constituency of over 100,000 individual readers among the very best classes of Canadian families—families and individuals of large purchasing power. The circulation is rapidly running beyond our guarantee. The press run for April had to be increased to 38,000.

This fine readership is explained by the distinctive character of MacLean's Magazine. It is out and out Canadian, favoring Canadian writers and artists, and articles and stories Canadian in spirit, theme and staging. Sir Gilbert Parker, Arthur Stringer, Arthur E. McFarlane, W. A. Fraser, Stephen Leacock, Miss Agnes C. Laut, Alan Sullivan, Hopkins Moorhouse, Peter MacArthur, W. A. Craick, Robert W. Service, Mrs. L. M. Montgomery, Mary Gaunt, Mrs. Nellie McClung—these are some of the Canadian born and bred contributors to MacLean's—a galaxy of writers of surpassing brilliance and popularity.

Use the May MacLean's for national effect on families and individuals of largest purchasing power and of great community influence. Times are good. Spring buying is heavy.

The MacLean Publishing Co. Limited

143-153 University Ave. - Toronto

BRANCH OFFICES—MONTREAL, WINNIPEG, NEW YORK, CHICAGO, BOSTON, LONDON, ENG.

28,000

DAILY OUTPUT, 1916

The Hamilton Spectator

HAMILTON, ONTARIO

The Spectator is a paper of known circulation. It has made application for A.B.C. membership.

It Leads in All Classes of Advertising
Local, Foreign, Classified

It is pre-eminently a HOME paper—edited solely with that object in view. Its result-giving power has been thoroughly tested, and its worth acknowledged by its most prominent advertisers.

Spectator Printing Co., Limited, Hamilton, Ontario.

THE DAILY MAIL
THE EVENING NEWS

afford advertisers the means of reaching the larger portion of Montreal's BUYING POPULATION at low cost.

The morning and evening home newspapers that bring RESULTS to the advertiser.

AGENCIES

TORONTO—F. W. Thompson - - - Room 56, Mail Building
NEW YORK—Veree & Conklin, Inc. - - - Brunswick Building
CHICAGO—I. S. Wallis & Son - - First Nationl Bank Building
LONDON, ENG.—Dorland Advertising Agency - 3 Regent Street, S.W.

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What happens when one of the strongest and best-planned advertising campaigns Toronto has ever seen, tackles the recruiting problem.

The Ontario Government Advertises for Increased Food Production 13

By H. T. MacDonald, with McConnell & Fergusson, Advertising Agency, Toronto.

Toronto Ad Club's Broom Campaign .. 17

More Discussion Concerning the best way to Expend $10,000 in Advertising a New Broom—Discussed from an Agency Standpoint by A. J. Denne, Manager of Smith, Denne & Moore, Limited, Toronto—Doing it by Posters, by Frank H. Rowe, Manager E. L. Ruddy Co., Limited, Toronto.

Great!—Ah!—Incomparable!! Is the Modern Commercial Artist 28

Ideal Arrangements for St. Louis Convention 32

Convention Board of A. A. C. of W. puts Finishing Touches to Arrangements of St. Louis Convention, which Promise to make it One Unusually Well Attended.

Recent Ads—Good and Otherwise 34

By the Captious Critic—McLaughlin Motor Car—Ford Motor Car—Packard Motor Truck—Good Health Breakfast Food—D. & A. Corsets—Abbey's Salt.

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

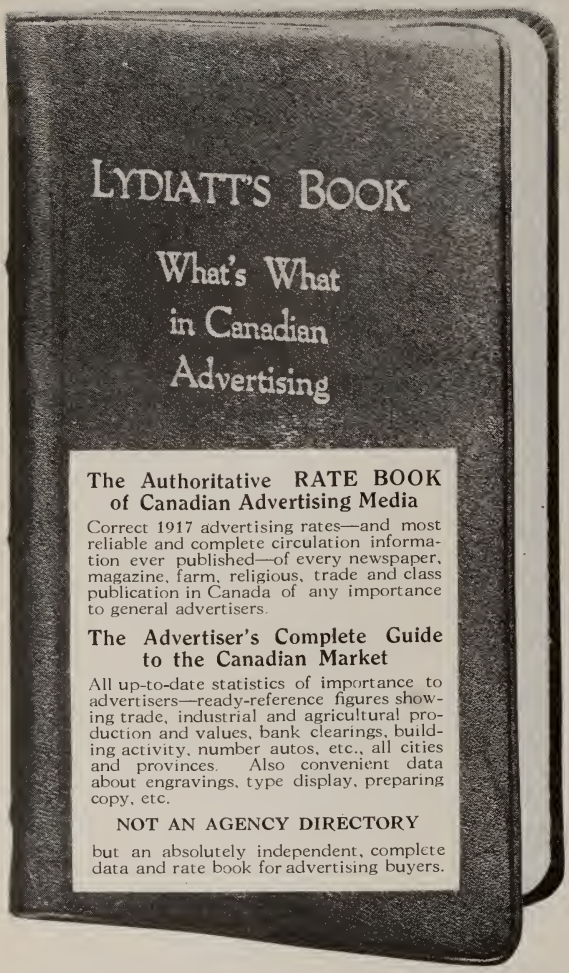
Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar


LYDIATT'S BOOK
What's What
in Canadian
Advertising
The Authoritative RATE BOOK
of Canadian Advertising Media
Correct 1917 advertising rates—and most reliable and complete circulation information ever published—of every newspaper, magazine, farm, religious, trade and class publication in Canada of any importance to general advertisers.
The Advertiser's Complete Guide
to the Canadian Market
All up-to-date statistics of importance to advertisers—ready-reference figures showing trade, industrial and agricultural production and values, bank clearings, building activity, number autos, etc., all cities and provinces. Also convenient data about engravings, type display, preparing copy, etc.
NOT AN AGENCY DIRECTORY
but an absolutely independent, complete data and rate book for advertising buyers.

Tells You

correct advertising rates, local, out-of-town, net paid and gross average circulations, (**compared with a year ago**) column sizes, etc. every daily newspaper;

Description contract conditions, which papers can use mats and unmounted plates, which charge lowest rates per 1,000 circulation; which circulations are audited, etc.

Cost of advertising in every magazine and farm paper, net paid and gross average circulation, column sizes, closing dates, half-tone screen to use, etc.

Similar condensed data about all religious, trade, technical and miscellaneous class publications of importance, conveniently classified.

Complete outdoor and street car advertising data, with number posters required each town, cost, name bill-poster, etc.

Window display, sampling, demonstrating, etc., how best handled.

Complete description, examples, scale charges, etc., engraving and electrotyping.

Practical suggestions type selection, specimen display types, paper and envelope sizes, printing costs, table words per inch various sizes type, proof-reading marks, etc.

Postal rates, customs charges, trade mark and copyright regulations, etc.

Thousands of facts and figures from Government statistics showing where people are, what they do and earn, values farm and manufactured products, imports and exports, building activity, bank clearings, customs revenue, number autos, etc., different cities, etc.

NEW 1917 EDITION NOW READY

More Necessary Than Ever

Rates have changed with nearly every important publication—and other changes makes last year's data too unreliable to guide good space-buying.
To be worth while such data must be up-to-date.

Here in most convenient form are all the facts busy advertising men constantly need. No need to tax your memory when authentic, dependable, complete data compactly arranged is thus at your service.

SENT POST PAID ON RECEIPT OF PRICE, $2.00, BY

W. A. LYDIATT, Publisher, 53 Yonge St., Toronto, Canada

Economic Advertising
A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, March, 1917 No. 3

STRAIGHT TALKS

A DANGEROUS SITUATION

FOR several weeks past four Toronto newspapers have failed to secure the regular advertising of a number of general advertisers aggregating upwards of $10,000 a month. There is a prospect that in the very near future this total will be considerably increased.

The situation is the outcome of the controversy between the Association of Canadian Advertisers and the four Toronto newspapers as to whether agency commision should or should not be paid on the advertising of general advertisers not carrying on a retail business in Toronto. As the newspapers did not consent to the Association's request, the individual members, of their own accord took the unfortunately necessary step of withdrawing their advertising, or refusing to grant contracts for further space. It is significant that in this step they apparently have the sympathy of many publishers, and the active support of other advertisers throughout the country.

We quote from *Printer and Publisher*, the sworn champion of Canadian publishers and publishers' interests:

"It may be said that the Big Four (Toronto newspapers) stand practically alone on this continent in the stand they have taken and they are not upheld by their brother publishers in other cities of Canada.

"When the agencies alone fought the Big Four, they were licked every time. Only when organized advertisers, the ultimate power, took up the fight, were the Big Four seriously attentive to protests. Previously their reply was, "Gentlemen, there is nothing to discuss." They had the German will to power. * * * * *

"Members of the A.C.A. in cities and centers outside of Toronto have agreed to support the Toronto national advertisers affected, and in advertising programmes recently formulated, there have been significant omissions of the papers constituting the Big Four group. Also, there has been a scheduling of other Toronto mediums and some use of Toronto street cars—perhaps, also, of posters—in an effort

QUALITY is a vague term, which, applied to Acton printing, expresses the positive capacity of our staff and equipment to give every buyer of printing the very best value for the expenditure he is making.

DESIGNERS
COPY-WRITERS
PRINTERS

WRITE, WIRE OR PHONE

ACTON
Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

to 'cover' Toronto. Also, other forces of pressure and defiance are being launched by the A. C. A., which organization is not disposed to be merely passive in its warfare.

"The fight will be watched with first class interest by many publishers in Canada not at all in sympathy with the Big Four group in Toronto. Some publishers feel that their interests in this conflict of wills are adversely affected—from these points of view: All friction is bad; advertisers may learn to depend less and less on newspapers for their publicity; and in experimenting with other, and perhaps new forms of advertising, many advertisers may become less reliant on and smaller users of newspapers. Also many publishers resent the general autocratic actions of the Big Four group; and this resentment may blaze forth in stinging flame at the approaching annual meeting of the Canadian Press Association."

Economic Advertising is entirely independent of any organization or faction, and therefore, can and would welcome whatever further discussion would be in the interests of advertising.

ADVERTISING PARASITES

IT is nothing short of amazing the ease with which so many unsuspecting advertisers have lately been hoodwinked into supporting spurious advertising schemes.

One clear case of such fraudulent fleecing will suffice to illustrate.

Under the name of "Miss V. King," a most affable young woman recently called upon the merchants and manufacturers of London, Ont., soliciting advertising which was to appear on stationery to be furnished free to Victoria Hospital, London, where many returned soldiers are convalescing.

It had the ring of a worthy, charitable and somewhat profitable proposition. The business men of London fell for it. At $20.00 per.

Economic Advertising has no information as to what size this stationery was to be, nor how the spaces were to be apportioned. However, sixty trusting citizens were separated from their said twenty, netting the promoter a neat twelve hundred.

The stationery was never furnished, for the woman mysteriously disappeard. At last report London Ad Club was on her trail.

One would think there was a scarcity of advertising methods possessing virtue and proven value, or that advertising funds were so large of late that chances such as the above can be taken without hesitation or questioning.

Thanks to the Association of Canadian Advertisers these parasites of publicity are dying off fast. The members of the Association have a method of eradicating this evil, which since its adoption has never failed. The method is pertinent and complete investigation.

General and local advertisers and others, will do well to follow the lead of the A. C. A. in making further occurences impossible.

16828 Reasons Why

You should start your Advertising Campaign and continue to develop your market through the JOURNAL'S advertising columns.

Every Subscriber a Reason

EDMONTON JOURNAL

"Every Inch a Newspaper"

EDMONTON, ALBERTA

IF you want to cover **Calgary, Central and Southern Alberta** thoroughly, and at a low cost, use

The Calgary Herald

10,400 Circulation in the City of Calgary by carrier alone. Circulation guaranteed by the Audit Bureau of Circulations- **90% of Calgarians read THE HERALD. THE WEEKLY HERALD** will carry your message to 7,500 of Alberta's most prosperous farmers. It is the largest weekly farm journal west of Winnipeg.
Southern Alberta is the richest field to-day on the American continent. Write to-day for trade reports upon any part of the province.

The Herald Publishing Co., Limited
Calgary, Alberta

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

WINDSOR is progressing more rapidly than any of the smaller cities of Canada.

Population now, with invirons, 37,000.

The
Evening Record

is the only Canadian daily within 50 miles.

Circulation 9,500

Rates (Plate) 1,000 lines, 3c.
5,000 lines, 1¾c.
10,000 lines, 1½c.

JOHN A. McKAY,
Publisher

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

WHEN ADVERTISING HAS DONE ITS UTMOST

What Happens When One of the Strongest and Best-planned Advertising Campaigns Toronto Has Ever Seen Tackles the Recruiting Problem

WHEN the Commanding Officer of the 109th Regiment opened in all six Toronto newspapers his one-thousand-line campaign for recruits, he did not expect that the objective, 250 men, would be secured directly from the advertising. He had hoped that at least 100 fit men would be moved to enlist by the advertising appeal and that the balance would be secured indirectly and quickly.

Toronto has never before seen such a well-planned, complete and thorough campaign as that presented in the effort of the 109th Regiment. The best talent that could be procured was organized to ensure the greatest possible success for the campaign. An advertising committee was brought together with men of such ability as Lt.-Col. W. S. Dinnick, of the Dovercourt Land Building and Savings Co., Toronto, and the Standard Reliance Mortgage Corporation, the human dynamo of many successful patriotic campaigns and commercial projects; John C. Hay, advertising manager of the above companies; Britton B. Cooke, the brilliant journalist and associate editor of *Canadian Courier*, together with officers of the 109 Regiment draft.

The copy for the campaign, which has aroused such general comment, was written by Britton B. Cooke. An officer of the draft, a former Toronto newspaper man, furnished the military data and observations. John C. Hay laid out the copy and must be given much of the credit for the artistic and attention compelling composition of the advertisements.

YOU TORONTO MEN
YOU MEN BETWEEN 18 AND 44

We know why you are at home. We respect your decision. We know it takes courage to stay at home. We BELIEVE that you — like Archimedes — didn't make your choice without thinking about it.

It's easy for busy-bodies to sneer, "Why isn't that man in khaki?" They don't know your private business. We don't. A mortgage — a mother whose health is uncertain — sisters or parents dependent on you? Maybe you are only just beginning to earn after all the years of sacrifice by which your parents gave you your education? Perhaps your business is only now beginning to stand on its feet!

You were wise. It was like deciding whether you'd go to help fight a fire or not. You deliberated. On the ONE side you saw the fire and appreciated plenty of neighbors fighting it. On the OTHER side you saw private engagements. You made more than seemed plenty of men to fight the fire—men whose engagements were not so pressing as yours. Then you decided—unwillingly we believe—to mind your own affairs.

But of those five hundred day after day—if your neighbors, becoming exasperated, shouted back at you, For God's sake come and hold a hose"—you'd change your decision. You'd go to the fire.

Will you do that in the case of the great fire in Europe. Will you be as fair to THAT fire as you are in all the affairs of your ordinary life? If this advertisement has been fair to you—will you be fair to the advertisement, and the others that are to follow this one. The soldier killed Archimedes when he refused to obey the summons of the General. That was barbarism. But will you let US have an unbiased hearing. And if we can convince you WITHOUT ABUSE, WITH-OUT BULLYING, WITHOUT ANY INSINCERITY that it is on YOUR OWN PERSONAL INTEREST to go —will you

IN ENGLAND IN A MONTH

The Great War Veterans Overseas Company, 109th Regiment

73 Pearl Street
Queen Street,
Yonge Street Arcade

1,000-line space the first ten days

USE
THE REGINA
MORNING LEADER
TO COVER
SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:
TORONTO—E. J. Guy, 302 Royal Bank Building.
MONTREAL—R. Bruce Owen, 123 St. Peter Street.

KITCHENER

is busy. Every one of its 5,000 factory workers is earning good wages and spending freely for the good things of life.

The
News Record
(Member A.B.C.)

is read by those workers in their homes (70% of the ratepayers of Kitchener own their homes), while in a mood to favorably consider the message of the advertiser.

One-tenth

of Canada's wheat crop in 1915 and 1916 was grown on the Lethbridge division of the C.P.R. You can reach these wheat growers through the

Lethbridge Herald

The only daily in the district.

Highest Grade
ELECTROS
AND
STEREOS

PROMPT and EFFICIENT SERVICE

The Rapid Electrotype & Stereotype Co. Limited
229 Richmond St. W.
TORONTO
Telephone Ade. 16

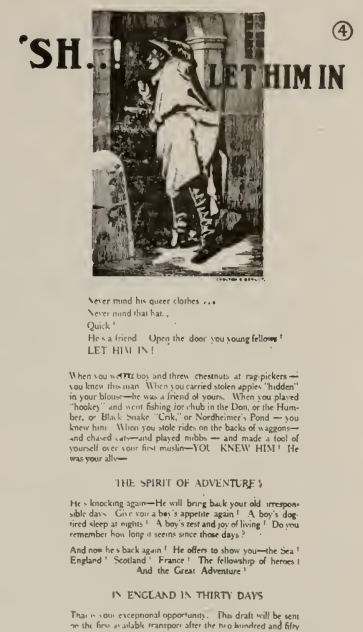
Lt.-Col. Dinnick acted as chairman and guide of the whole effort.

Starting with four columns, 250 lines deep, advertisements were used daily in the six Toronto newspapers. After the first ten days they were reduced to three columns 250 lines deep. Twenty-four sheet painted signs supplemented the newspaper ads.

Coupled with the advertising appeal of the regiment's draft was the appeal of the returned soldiers, who are doing the active recruiting. It is admitted that no one can make a loftier, a more urgent, more reasonable appeal than the man who has fought at the front and has been returned because of wounds. In recognition of the fact that the active recruiting was to be done by returned soldiers, the draft was called the Great War Veterans' Overseas Company, after the name of their Association.

The themes of the advertisments were largely Mr. Cooke's. The main idea of the campaign was first to arouse general interest in the first four or five advertisements and then to appeal directly to the various recruitable classes and to the women.

The attack was directed against the better class of young men, the office men, salesmen, students and others of like position. The officers of the 109th Regiment, in common with all who have had to do with recruiting, believed that only in this class does any body of prospective recruits exist. The mechanics, the outside workers, the industrial laborers, have had their ranks drained.

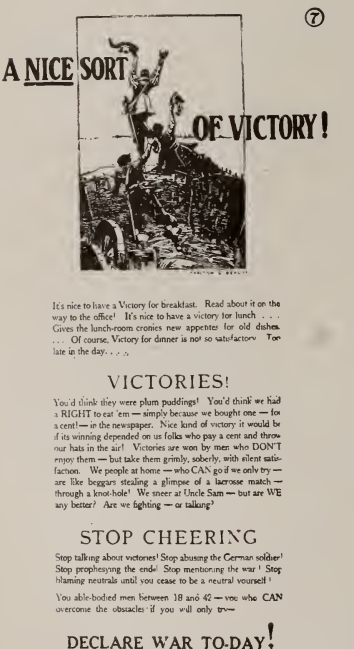

'SH..!
LET HIM IN
④
Never mind his queer clothes ...
Never mind that hat,
Quick!
He's a friend. Open the door you young fellows!
LET HIM IN!
When you were a boy and threw chestnuts at rag-pickers — you knew this man. When you carried stolen apples "hidden" in your blouse—he was a friend of yours. When you played "hookey" and went fishing for chub in the Don, or the Humber, or Black Snake "Crik," or Northeimer's Pond — you knew him. When you stole rides on the backs of waggons— and chased cats—and played nibbs — and made a fool of yourself once your first muslin—YOU KNEW HIM! He was your alter—
THE SPIRIT OF ADVENTURE!
He's knocking again—He will bring back your old irresponsible days. Give you a boy's appetite again! A boy's dog-tired sleep at nights! A boy's zest and joy of living! Do you remember how long it seems since those days?
And now he's back again! He offers to show you—the Sea! England! Scotland! France! The fellowship of heroes! And the Great Adventure!
IN ENGLAND IN THIRTY DAYS
That is your exceptional opportunity. This draft will be sent on the first available transport after the two hundred and fifty men have been picked. A summer—perhaps a year in England—entertained by other heroes. Greeted with flowers and cheers and hospitality. It's a boy again. Your old friend's knocking. Then to yourself and to your children is calling! Quick! Special Notice to where your old friend who led your drums at dusk leads YOU with
The Great War Veterans' Overseas Company
(109th Regiment Draft)
ALL TRAINING IN ENGLAND
OVERSEAS AT ONCE!

The copy, by Britton B. Cook, was unusually good

It was to the better-than-average class of young men that the advertising was addressed and the better-than-average man unfortunately could not believe that anyone would ask him to enlist. He admired the advertisements, read them religiously every day and said—thinking of the other fellow and never of himself—"It's over their heads." The remark might be used anent any sort of voluntary enlistment appeal in

Toronto. The appeals get over and not under.

The 109th Regiment's campaign could not be considered a success unless it provoked men to make up their minds to join. That, of course, was the main idea when the campaign was launched. It was given a fair trial. It proved in the minds not only of the officers of the draft and regiment, but of thinking public men, that under the circumstances now existent in Toronto, no form of advertising will directly get recruits for the infantry. Advertising has, and can be, used to wonderful advantage, and, economically, would have shown itself a success in comparison with other methods of recruiting.


⑦
A NICE SORT OF VICTORY!
It's nice to have a Victory for breakfast. Read about it on the way to the office! It's nice to have a victory for lunch . . . Gives the lunch-room cronies new appetites for old dishes. . . . Of course, Victory for dinner is not so satisfactory. Too late in the day. . . .
VICTORIES!
You'd think they were plum puddings! You'd think we had a RIGHT to eat 'em — simply because we bought one — for a cent! — in the newspaper. Nice kind of victory it would be if its winning depended on us folks who pay a cent and throw our hats in the air! Victories are won by men who DON'T enjoy them — but take them grimly, soberly, with silent satisfaction. We people at home — who CAN go if we only try — are like beggars stealing a glimpse of a lacrosse match — through a knot-hole! We sneer at Uncle Sam — but are WE any better? Are we fighting — or talking?
STOP CHEERING
Stop talking about victories! Stop abusing the German soldier! Stop prophesying the end! Stop mentioning the war! Stop blaming neutrals until you cease to be a neutral yourself!
You able-bodied men between 18 and 42 — you who CAN overcome the obstacles if you will only try —
DECLARE WAR TO-DAY!
Enlist for overseas at once with
109TH REGIMENT DRAFT
GREAT WAR VETERANS OVERSEAS COY

The campaign had all the earmarks of success.

The result obtained by the extensive campaign of the 109th Regiment is evidence that that day has now disappeared; more men were directly secured by a "Want" ad costing $1.65, asking for soldier bookkeepers, than were obtained directly as a result of the display campaign. Undoubtedly some of the men who enlisted in the draft had been influenced to join by the advertising appeal, but it is reasonable to believe that these men had made up their minds to enlist anyway, and it was merely a matter of choosing the unit.

As the product of the best brains and organization of the country, the display series might well be taken as a model of recruiting advertising. Its failure, however, only accentuates the apathy and indifference to recruiting appeals. "When such advertising appeals fall flat, there can be no doubt that voluntary enlistment has run its pace in Toronto." That statement by a leading journalist fairly well sums up the effect the campaign has had on the public mind.

Your advertising dollar puts the pep into every other dollar of your investment.—*The Ad-Route.*

THE ONTARIO GOVERNMENT ADVERTISES FOR INCREASED FOOD PRODUCTION

By H. T. MacDonald, with McConnell & Fergusson, Advertising Agency, Toronto

WITH millions of workers withdrawn from the land, becoming consumers instead of producers, no wonder the world in 1917 confronts with grave concern a universal shortage of food. While the Hun tightens his belt perforce, the allies are realizing as never before the immense significance of increased production. "The plough is our hope," declares Lloyd George. Statesmen and economists everywhere emphasize the fact that one of the essential factors of victory for the allies is greater and greater production of food.

The Ontario Department of Agriculture recognized the need of encouraging all the people, not only farmers but city folks, to take an active share in the patriotic duty of stocking the larder. Shall we call it enterprise, or was it just ordinary horse sense that inspired the officials to choose newspaper advertising? They had a message that could not wait and they adopted practically the only means of getting it to the people in a hurry.

They didn't depend upon the old time method of getting up in meetin' and trusting their message to the tender mercies of mouth to mouth propagation. That method was all very well in the days before newspaper advertising became a power in the land, recognized as

H. T. MACDONALD

the rapid way of spreading your story all over the country in the accurate form in which you want it to be received.

So the Department of Agriculture, recognizing the vast areas of land in cities, towns and villages available for vegetable growing and keeping hens, used illustrated newspaper advertising generously and effectively. Spring was just approaching and the thing had to be done at once.

Every week a new message has been sent abroad in Ontario emphasizing the seriousness of the

To City, Town and Village Dwellers in Ontario

"Many mickles make a muckle"

All our public men and leaders agree with increasing strength of conviction that, in the fateful days which lie before us in this sternest year of the war, the food supply is going to be a vital factor in the final decision.

The hour has arrived when the efforts of every man, woman and boy who can help to increase production will count in the scale of victory. The helpful possibilities of back yard gardening are immense. For instance, the Medical Health Officer of Toronto states that there are 2000 acres of available back yard garden space on that city. This space would be sufficient to grow enough vegetables to supply the whole community.

"A vegetable garden for every home"

The Ontario Department of Agriculture emphasizes the importance of every vegetable growing to every one who has even a few square feet of ground. Do not think that your small effort will not be worth while. Every garden, however small is worth while and will count in the critical year of world's history—1917.

The Department invites Horticultural Societies, lodges, school boards, labor unions, etc., to encourage vegetable growing by every one. Parents and guardians are requested to encourage boys and girls to grow vegetables and to give them every opportunity.

It is suggested that organizations arrange for addresses on vegetable growing by local expert gardeners. If there be not available locally, one will be sent on application. Inclusive to this end, it is urgently requested that application for speakers be made promptly as the demand for them will be great and the number of available experts is limited.

The Department suggests that organizations, by forming organizations to offer prizes for best vegetables grown. Every possible assistance will be given any organizations encouraging vegetable production on vacant lots.

Write for free literature giving information as to soils, preparation, fertilizers and methods of preparing the ground and cultivating the crop. A plan of a vegetable garden indicating suitable crops to grow, best varieties and their arrangement in the garden will be sent free of charge to any address.

Towns and villages have, as a rule, much larger garden spaces than the crowded and congested large city. Think of the effort upon the high cost of living if every one would grow vegetables! Think of the money saved that would otherwise be spent for vegetables, the labor that would be released for vital war work, the increase of the urgently needed surplus of food for export. Let the slogan for 1917 be:

"Many mickles make a muckle"

Write for Feeding Bulletin which tells how to keep hens—the waste from the table on an average home is sufficient to feed them. They are not expensive to keep and you will be highly repaid in fresh eggs.

Ontario Department of Agriculture

W. H. Hearst, Minister of Agriculture

Results already are a revelation

food situation, showing how the urban dweller could actually help to win the war by taking off his coat and making even the smallest plot of ground produce some vegetables. Boys have been appealed to and parents have been asked to co-operate by providing the needful plot and seeds, and by encouraging the youngsters to "do their bit."

The copy was written from the inspirational standpoint. No attempt was made to tell the folks the technique of coaxing a prize potato crop out of the back yard. All that was left to the literature sent to those enquiring for it, and to speakers supplied by the Department, or arranged for locally.

The advertisements have shown that vegetable growing in back garden plots means something worth while to the national cause, as well as being a benefit to the individual both in exercise and fresh crispy vegetables.

Space has also been given to an appeal for the keeping of poultry. Free literature has been offered telling how to keep hens.

At this writing the advertising campaign has not been completed but the results have been gratifyfying. If the enquiries for bulletins and requests for speakers be any indication of the people's interest in the cause you may look forward to seeing a pretty noticeable dent in the armor of the High Cost of Living this year.

The City of Toronto alone has responded to date with about 5,000 enquiries for literature. Department officials state that a thousand women's organizations in the city have asked for supplies of bulletins. The City Council has made a substantial grant to encourage the cultivation of vacant lots.

Throughout the province there have already been requests for at least one hundred speakers to date. These are to be supplied by the Department. These and local speakers will give educational addresses on vegetable growing to organizations now forming in cities, towns and villages everywhere. From these organizations have come requests for many thousands of bulletins up to the present time.

Even if a small percentage of enquiries for literature lead to actual increase of production the results will prove to be of great assistance to the cause.

In several towns and cities in the province the municipal coun-

cils have voted grants of money to assist in the cultivation of vacant lots. Many local organizations have been formed to stimulate an interest in vegetable growing and to assist the people in making a right start. Patriotism has been aroused to a remarkable degree.

The enterprise of the Department of Agriculture is setting an example for the remainder of Canada. Newspapers in other provinces have reproduced the advertisements with the recommendation that their governments should follow Ontario's lead. The manager of the Canadian Press Association is at present on a trip to Western Canada with the idea of interesting the Provincial Governments in similar campaigns, and his assistant will shortly visit the Maritime Provinces on a similar mission.

FARM HELP CAMPAIGN

The Department of Agriculture recognizes the fact that the Ontario farmer is working might and main to increase production, his efforts being limited only by shortage of labor. The Government is going after farm labor with illustrated advertisements. It is aiming its appeals particularly at the retired city man, and retired farmers. But every man who can give time to help the farmer is invited to communicate with the Government Labor Bureaus.

Of course, it has been carefully emphasized that the Government confines its appeals to men unable to shoulder the rifle, but able-bodied enough to help fight the Huns with the hoe. Already volunteers are enlisting from far and near for service on the farm. The campaign has stirred up the

Keep hens this year
"A vegetable garden for every home"
To City, Town and Village Dwellers in Ontario
What these boys do, you can do
Helping to the War
"A vegetable garden for every home"
Ontario Department of Agriculture
Comrades!
Help the farmer increase production
Ontario Department of Agriculture

Other Provinces will probably follow Ontario's lead

Toronto Board of Trade to formulate a scheme for placing thousands of factory hands on the farm for a short period instead of taking their usual holidays.

SCHOOL BOYS ON THE FARM

Another interesting feature of the Farm Help Campaign is the appeal to school boys. This is no experiment. Many city boys proved a success last year, and, of course, the boys this time, as before, will be "hand picked." It has been arranged that boys between the ages of 14 and 18, with good term records at school, will be allowed their school promotion if they enlist between April 20th and May 20th for farm service. Many hundreds of city and town boys have already arranged to join the ranks of farm workers for 1917.

The lessons to be derived from the success of the present campaigns is that Governments should use newspaper publicity more frequently to keep the work of the various departments prominently before the people. Was it not advertising that awakened rural Canada to its opportunity in 1915? Results of tremendous value to the country and to the cause followed in the wake of that first "Patriotism and Production" campaign. Who knows what further widespread results would have been attained had it been followed up with the same vigor in 1916.

Many departments of both Federal and Provincial Governments are carrying on valuable experiments and issuing important reports that are of immense value to the material and social welfare of the people. The problem is how to get necessary information to the public so that the present generation will get the full benefit of the researches carried on at great expense. Popular newspaper advertising is the solution.

Isaac S. Wallis, head of I. S. Wallis & Son, Chicago, representatives of a number of well-known Canadian publications, recently died in St. Petersburg, Florida, in his sixty-first year. Many of his Canadian friends will remember with what pride Mr. Wallis was wont to relate how it was he who carried the first copy of the old Toronto *Mail* (now the *Mail and Empire*) out of the Mail Building. The son, Mr. C. W. Wallis, will now assume his father's position at the head of the business.

* * *

As a result of the resignation of M. F. House, former president of Advertising Service, Limited, Montreal, and Toronto, Clarence Solomon, manager of Toronto office, has been appointed president, while retaining his former position in Toronto. H. R. Cockfield, secretary-treasurer of the firm, will be manager of the Montreal office.

* * *

Dalton J. Little, formerly with Ottawa *Citizen*, is now connected with Toronto *News*.

* * *

Rex Croasdell, formerly publicity manager of Canadian Northern Railway, has become associated with Toronto *Mail and Empire*.

TORONTO AD CLUB'S BROOM CAMPAIGN

More Discussion Concerning the Best Way to Expend $10,000 in Advertising a New Broom

IN last month's ECONOMIC ADVERTISING, there appeared the addresses delivered before the Toronto Ad Club by Mr. E. H. Dickenson and Mr. P. G. Cherry. Mr. Dickenson's address presented the proposition as viewed from the standpoint of the Street Car Advertising Man, while that of Mr. Cherry looked at it from the standpoint of a man chiefly interested in the claims of direct-by-mail advertising.

This month are presented the addresses delivered by Mr. A. J. Denne, representing the agency viewpoint, and Mr. Frank Rowe representing the bill board department of advertising.

It will be noticed that none of the speakers whose addresses have appeared in ECONOMIC ADVERTISING, or that will appear, fail to take into consideration the practical necessity of using more or less diverse mediums of circulation. This is as it should be. At the same time, the views of each speaker are, naturally enough, colored by the particular branch of advertising with which he is most intimately identified.

All the addresses published, or to be published, about this Broom Campaign, deserve the attention of our readers. It is doubtful if any more comprehensive canvass of the whole situation as regards the introduction of a new product through advertising, has ever been held.

Here is a brand new product, having no standing whatever with the trade. Its promotors propose to expend $10,000.00 in an effort to give the product the standing required. How would you spend that $10,000.00? It is a problem that might easily be placed for solution before any advertising man in the country.

The discussion before the Toronto Ad Club should, therefore, prove of very practical value in enabling the reader to form a good estimate of what can be expected from various kinds of mediums.

As the aim of the whole discussion is educative, the editor of ECONOMIC ADVERTISING invites still more discussion. There has been, for instance, no presentation of the views held on the subject by a man in the position of advertising manager of a manufacturer. This viewpoint is certainly of value; for a man in such a position is closer to the trade through which our broom must be distributed than is any one of the speakers who have discussed the subject.

Such a viewpoint is, in fact, almost essential for the proper rounding out of the discussion. The advertising manager of a concern, is the man to whom a board of directors look for results. He, too, is most likely to suffer when results are not up to expectations, no matter how much he has been guided by the advice of men representing various mediums.

DISCUSSION FROM THE AGENCY STANDPOINT

By A. J. Denne, Manager, Smith, Denne & Moore, Toronto

THE subject with which I am about to deal could not be adequately presented to you under an hour and a half. Neither could it be honestly prepared by any agency in the time from Thursday noon to Tuesday morning. But I am going to attempt to do something with the subject in the fifteen minutes allotted to me.

Perhaps what I am able to outline may be considered by your Educational Committee as a hors d'ouvre, and they will possibly give me an opportunity of presenting the full course at some future date.

Now your committee has chosen a broom—and a broom it shall be—although it is about the last thing on earth that an agency man would, of his own choice, tackle. A wood split pulley, or a brand of bird seed would provide much more inspiration. The agency man is at his best with a product that has selling points around which a story can be written, and where the common or garden variety of dust raising broom is a most unromantic, unimaginative article. Furthermore, the ordinary broom of to-day could not justify $10.00 spent on it, in Ontario. The economic facts are against it,—the margin of profit,—the ratio of the possible returns to the investment are against it.

However, I'm taking it for granted that the idea behind the selection of a broom is merely that

A. J. DENNE

you may fasten on to some article, so that our treatment of it may provide you with a parallel which you can apply to your own business. That is, I take it, none of you are really anxious to know how to actually market the common broom.

Therefore, in order to have scope to demonstrate something useful to you, I am going to take the liberty of creating an imaginary broom,—not a regular corn broom, but one that shall have some outstanding selling points. For example, one with as distinct features

of difference as the O'Cedar Mop has over the ordinary hair broom. (As you know, the hair broom simply pushes the dust along—the O'Cedar takes it up.) Such a broom would not only justify the expenditure allowed us, but it will enable us to apply more of our advertising art than do the limitations of the present corn broom. Still, before I deal with the new product,—in order not to disappoint any who would like to know what could be done with an ordinary broom, and also in order not to appear to be running away from the task, because it does not allow much scope, I will, but very briefly, outline what kind of treatment an ordinary corn broom *would* receive at the hands of the advertising agent.

All advertising ranges between simple, general publicity and highly "Educational" advertising. Its position on the chart is determined by the article itself. Its familiarity, or its strangeness—its merits —its utility—its margin of profit —its intrinsic value—in fact according to all the variations that a careful diagnosis would reveal. For example—at the one extreme end of general publicity is found such articles of advertising as Salada Tea, and the Bachelor Cigar: at the other end could be placed the advertising of Neolin Soles—the new synthetic leather. About midway between might be placed the Dodge Split Pulley, Waterman Fountain Pen.

You can readily see that the ordinary broom advertising would be nearer the Salada Tea and Bachelor Cigar category than the Neolin classification, because the ordinary broom of to-day has no special features that require particular explanation or education. Consequently it would not call for, or justify large expenditure of space to adequately present them. Moreover, the broom is not an article on which the volume of sales following the advertising would be enough to justify large spaces.

Now in the absence of the time to explain further my reasons, let it suffice to say that the size of the advertisments ranges from 12 to 6 inches (Bachelor or Salada size) and would require insertions on the average twice a week for a period of *at least* three months. The extent of the full period, and the actual territory covered would *then* conform to the limits of the advertising appropriation, which in its turn would represent a certain reasonable percentage to gross sales.

Though hurriedly disposed of—the foregoing suggests the frame work of a "Plan" on which it would be possible for the advertiser to get his money back.

As to the advertisements—remember this is an ordinary broom. It embodies no radical, or even slight changes in the style, process or manufacture. It is simply the broom of our ancestors, lighter of course, more compact and better looking, to be sure, but still simply a broom. It has no patent oil or sawdust spreader to control the dust, its shape is unchanged, its functions are the same.

Read This Remarkable Letter

Big National Advertiser tells why he concentrates—based on actual experience

This letter was written by a very large U.S. National Advertiser to his Canadian selling agent in Toronto. Names will be divulged, in confidence, if requested.

February 24, 1917.

Dear Mr. ————

My associates instruct me to make an investigation and report to them upon the advisability of our spending a limited amount of money for local propaganda work in Canada.

Our sales in your country during 1914 amounted to 248 gross, while last year the sales amounted to 554 gross, an increase of over 100 per cent. For the past two years our advertisements have appeared in about ten popular magazines of national circulation, aggregating in the neighborhood of nine millions of copies per issue, and all of those journals have a circulation in Canada. It is chiefly to the Canadian circulation of our American publications that we attribute the greater part of our increased sales in the Dominion. Assuming that this opinion is correct, we feel that we might be justified in making an investment in one or more of the Canadian publications, using about the same kind of advertisements as we are now using here.

Before taking any definite steps in this direction I wanted to write and tell you that we have in mind one way of expending $2,850, but before closing arrangements, we would like your opinion as to the wisdom of our action, and your judgment as to whether or not such a sum could be spent in the Dominion so as to produce a better return.

During 1914 we appeared in 58 American publications, using small space in each. Our increase in business that year was very unsatisfactory. During 1915 we cut our list of publications from 58 to 11, used larger space at approximately the same cost in dollars, and obtained an increase in business six times greater than the year before.

It is my personal opinion that one full page in one publication run only once a year is most inadvisable, because the value in advertising is cumulative. I am also of the opinion that a few full pages, followed by quarter pages, then by smaller ads, then back to full pages, all in one publication, produce better results than a large number of small ads scattered throughout a large number of publications. By this I mean where the number of dollars to be spent is limited it is better to concentrate force as much as possible.

Our attention has been called to Everywoman's World, which is published in your city, and we suggest that you obtain a copy of the current number, in order to inspect its columns and form an idea as to what the magazine is like. We are informed it has a circulation of 130,000 copies, 85,000 of which reach people who live in the small towns; we are informed that the magazines which we are using in this country, such as the Saturday Evening Post, Leslie's Weekly, Collier's Weekly, etc., have their chief Canadian circulation in the large cities of the Dominion, because they are sent by express to the hotels and newsdealers and then distributed among the newsmen. If this is true, the Everywoman's World would cover a field in Canada which we are not now fully covering.

An inspection of the magazine in question tends to show that its columns are comprehensive in that they provide current news, fashions, fiction, etc., a

magazine in which almost anyone could find something of interest. The rates are as follows:—

	Per issue
Inside cover, page 2, in colors	$750.00
Ordinary full page	600.00
¼ page	150.00
84 lines	63.00

Inside cover page 2, in colors, issue next May is to be had, and we propose using it for our first ad. This would be followed by a quarter page in the next issue and then by 84 lines, etc. In other words, our campaign in EVERYWOMAN'S WORLD would consist of about the following space:—

Full page color	$750.00
¼ page	150.00
84 lines	63.00
84 lines	63.00
84 lines	63.00
Full page	600.00
¼ page	150.00
84 lines	63.00
¼ page	150.00
Full page	600.00
¼ page	150.00
84 lines	63.00

If we followed the above schedule in EVERYWOMAN'S WORLD, we would have the publishers strike off a number of extra copies of the advertisement in colors, about ten days before the May issue goes into circulation; we would have a copy of the ad mailed from your office to each of the druggists visited regularly by your travelling men so that the dealers in the Dominion may be informed of the fact that our company, of Toronto, is "getting busy." Just prior to other full pages being used, the same procedure would be carried out.

We know that this scheme pays and we enclose herewith a circular recently mailed to our customers in this country so as to remind them of the fact that our activities in their behalf are unceasing.

If it is indicated that space in Canadian publications proves profitable, we could then go into other magazines, although we are informed that not many are published in Canada and that the biggest rival of EVERYWOMAN'S WORLD has a circulation of only 37,000 copies.

Yours very truly,

READ IT OVER AGAIN!

It pays always to select the strongest publication in the field and buy enough space in enough issues to everlastingly impress the readers of that publication with the merits of your product.

Facts, calmly considered, leads logically to the use of Everywoman's World, when concentrated advertising force is an essential of policy. When an appropriation is larger, Everywoman's World, by the same process of reasoning, inevitably heads the list.

EVERYWOMAN'S WORLD

CANADA'S GREAT HOME MAGAZINE

CONTINENTAL PUBLISHING CO., LIMITED

TORONTO AND MONTREAL

We cannot honestly say to the housewife "This broom will lighten your housework." "This broom dones not run to a point under use." We cannot say anything like that, and remain within the bounds of truth, beyond which the advertising man must not stray.

So therefore, we are narrowed down to arguments like these: In fact, the following advertisement would be about as far as we could go.

> "Don't simply order 'A Broom.' Order a 'Cleansweep Broom,' because this is an honestly, cleverly made broom. It is a well balanced broom, which economizes effort. The handle is smooth and perfectly finished. The straws are uniform in size and possess the the maximum of resiliency and life, and are securely fastened. It is the broom that will give the utmost in service and retain its straight edge and evenness much longer than a broom which has not the quality of material and workmanship of the 'Cleansweep Broom.' Sold by grocers, hardware dealers, etc."

or words to that effect.

Time prevents a discussion on "Trade Helps" excepting to say that the proportion spent in the effort to secure the dealer's cooperation on this broom would in the long run, be greater than on our imaginary broom, "all brooms look alike"—and in the brooms themselves there's no real reason why the dealer should advance one more than the other.

Let me then leave the common broom and come to my imaginary broom, and show how the advertising agency would tackle it.

I have here a diagnosis sheet, or as it is sometimes termed a "Questionaire." The information secured by the answers to the questions hereon is needed by the agency to determine "where, when, how," etc. It helps to determine the territory, the season, the volume of advertising necessary, how much should be spent. I would ask you to assume that my treatment of the subject from now on is based on the information secured by this "Questionaire."

For instance, it is seen that the article is an entirely new one and must go through all the stages of advertising preparation.

First, we must find a name—a trade mark—for our new article, and as the finding of a suitable name for this broom would about justify an effort as prodigious as that recently made by the Ever Ready people to find a new name for what was formerly known as a flash light—I have not attempted to fix an adequate name for my broom.

It is assumed that this broom will be made in only one quality and sold at only one price. A variable feature, by the way, in the case of the ordinary broom which adds to the difficulties of advertising it by a name.

Next the child must be dressed. Just as a coffee or baking powder or face cream should have a distinctive package, so must our broom be given an identity and made to stand out from among the

other children. It must have an appearance commensurate with all the good things we are planning to say about it. This done (and you can imagine the time and care it would take if it were done right. Poor packages hamper many an otherwise well advertised line). We pass on to the next stage of advertising preparation.

Now the child is grown ready to go out to work, and the first people it must get acquainted with are the distributors. Here they are:

Wholesale and Retail Hardware

Wholesale and Retail Grocers

General Stores

Department Stores.

For these will be required, as it were, letters of introduction and testimonials from home in the shape of:

(a) Illustrated Folders

(b) Store Cards

(c) Circular Letters

(d) Trade Papers.

I will not attempt to go further into this, but would prefer to leave this branch of the subject to Mr. Cherry of Might Directories.

Now, having spent twenty minutes of the fifteen allotted, we must hurry along to consider the Consumer Campaign—the appeal to the housewife.

I am assuming that newspapers and magazines are unquestionably the backbone of my campaign. There isn't time to show why, excepting to say that what we have to say about this new broom is news and education, and as the newspaper is the one medium which is sought after by the reader for news and information, it is the *first* logical medium, whether supplemented by others or not.

Firstly, at least, I always like to consider it first—is the *force* of the appeal, by which I mean,

The Size of the Advertisements is about our first consideration. I have selected the following as the proper size to properly carry the message and yet be as economical. This determining the size of advertisements is one of the most important difficult features in the planning of a campaign. There are no cut and dried rules. Each campaign must be planned on its own merits—the selection of the size of the advertisements depends upon circumstances just as the size and strength of girders or beams in a building depends upons the weights resting upon them.

4 columns wide x 12 inches deep

3 columns wide x 8 inches deep

Followed, in due course when the article is known, by advertisements of about 6 inches in space.

Season—The season of the year is next in order for consideration.

12 Weeks Spring —Heavy

12 Weeks Fall —Medium

12 Weeks Summer—Light

This needs no explanation. It is obviously calculated the buying season, excepting that I may perhaps mention that in the second year I would advertise lightly in the winter instead of summer. I only suggest summer this first year in order that it may serve to keep up the momentum between this spring and fall.

DOING IT WITH POSTERS

By Frank H. Rowe, Manager, E. L. Ruddy, Co., Limited, Toronto

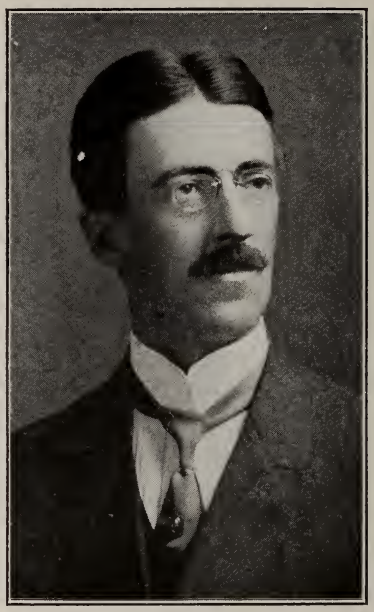
EVERY advertising campaign is confronted with a colossal task. It is the task of changing the habits of people.

We are all creatures of habit. It is well that we are, for, if we were not in the habit of trading at certain places or buying certain commodities, all business would be of such an uncertain character that its stability would be destroyed.

You, however, have a new broom to market and we have to approach the problem with a realization of the fact that people are in the habit of asking simply for "a broom." You must therefore, through the medium of your advertising, induce them to change their habit and ask for a *specific* broom rather than, simply, *a broom.*

Under any circumstances this is a great task and calls for every ounce of power that can be put into your advertising campaign. The still small voice will not accomplish the object, or, if it will accomplish it eventually, it will take so long for it to make an impression that you cannot afford to wait. People must be jolted out of the habit of a lifetime if they are to be changed, and to jolt them with advertising, strong advertising must be used.

I represent the strongest advertising medium known to the business—the Poster. The poster is strong because of its great size, its attractive colors and its presence everywhere. Its great size gives opportunity for the utmost of which the artist is capable. Its colors give opportunity for distinctive, individual and attractive designs impossible to confuse with the announcement of any other product. Its presence everywhere means that at practically every turn it will reach your prospective customer.



FRANK H. ROWE

Nothing less than a great force like this can be expected to successfully jolt people out of the habit of a lifetime and influence

them to ask for *your* broom instead of simply *a* broom. I do not wish to have anything that I say construed as criticism of any other medium because I respect all good media and realize that each has its use. But, in the case which we have under consideration, the poster is so pre-eminently adapted to the campaign contemplated that it is natural that I should be enthusiastic.

Of what does the usual advertisement consist? It usually consists, if it is a good advertisement, of a successfully written headline carrying an important thought, followed by paragraphs elaborating upon that thought. Ofttimes the headline would be remembered if run by itself far longer than is the the advertisement which goes into exhaustive and detailed description. When one thinks of the millions of words of descriptive matter that have been written regarding the world's commodites and tries to remember even a most insignificant percentage of them, he realizes how much is written which does no good.

Brevity is one of the greatest assets in the world to the writer who wants his work remembered, and the poster is the ideal medium for presenting a brief message.

Some commodities may require a more exhaustive description than others, but so far as your broom is concerned it requires no description at all. There is only one reason why your broom is going to be successful and that is that it *wears longer than other brooms.* The fact that you are assured of an especially excellent material for your broom, whereas most brooms are extremely brittle, makes a basis for your entire advertising appeal.

Our proposition therefore is to seize this one vital point in connection with your product, and put it so conspicuously and forcefully before the people that nothing can cause it to be overlooked.

May I advocate therefore that a slogan be used, and always printed in connection with the name of your broom? May I also suggest the name of the broom, and in this connection I call your attention to the advisability of tying up to the present widespread movement on behalf of thrift among the women of Ontario. I would call these brooms "Thrift Brooms," and I would always use these words in connection with the name: "They Wear."

Two of the most conspicuous poster advertising successes of recent years are those carried out by the manufacturers of Gold Dust Washing Powder. In one case they displayed a twenty-four sheet poster, at the time when Roosevelt returned from Africa on which appeared pictures of Roosevelt and the Gold Dust Twins and the words "Roosevelt Scours Africa, but the Gold Dust Twins Scour Everything." The other was brought out when the Wright Bros. made their first successful aeroplane and showed the Gold Dust Twins manipulating one of these machines with the words "The Right Brothers for Cleaning."

The timeliness of the two posters mentioned was a great factor in their success. The timeliness of your Thrift Broom poster brought out at a time when women are studying economy is equally important.

Accepting my suggestion as being satisfactory, let me ask you how the name of this broom and its explanatory slogan can be so forcefully advertised as through reproducing it on a poster twenty-five feet long! Imagine 150 of these great posters each commanding a space 10 x 25 feet on the poster boards, each with the name of your product and the slogan sweeping across their entire length, displayed throughout Toronto. Then picture what effect it will have upon the consumer.

In a consideration of the poster medium, no one can fail to call to mind its pictorial power. Pictures are the universal language which attracts everybody and which everybody understands. Pictorial posters can be designed in connection with Thrift Brooms which will make the most of this qualification.

Neither can one fail to remember that posters reach all classes of buyers through one medium. In other words, the population of your town is your poster circulation. There is involved no complex study of circulation claims, but at one stroke you reach every possible buyer of Thrift Brooms.

The people in the street cars pass your posters and as they are shown on both sides of the street they see them regardless of which side of the car they sit on. Each passenger sits directly opposite the poster as he passes it so that he gets a full view. The pedestrians, those who ride in automobiles, in fact, every kind of traffic must pass the posters, as they are on every leading street. They are purely advertising with nothing to detract from them. Each poster appears in a panel, surrounded by broad strips of white paper and wide green moulding, in effect, a picture in a frame. There can be nothing crowded in above or below it, and it is so effectively separated from those on either side that it stands out vividly.

You tell me that your selling plans are not yet complete but that gradually you are extending your sales to every important city and town. In this connection, I call your attention to the fact that posters advertising can be made to concentrate absolutely upon any point or points. It is therefore economical. There is no waste, because you order posting only in those towns where your goods are on sale and add one town after another as your sales expand. The presence of these posters in a town assist your salesmen's work as they can point them out to the trade. The greatest asset you can have is the goodwill of the trade. Many thousands of dollars have been spent to secure that, but failed because the trade did not see the advertising. With posters the advertising is as much in evidence

to the trade as it is to the consumer.

The price of space for a twenty-four sheet poster is $4.80 per month. In what other medium I ask you, can you secure anything like the display and circulation for so insignificant a sum? When I go into details of a campaign with you, based upon the number of posters required in towns in which you decided to start your advertising you will see that an adequate campaign calls for a correspondingly moderate sum of money. I do not need to tell you in conclusion, that yours is a product which must be advertised economically as well as effectively, as the margin is small.

EMPLOYES DEMAND ADVERTISING

"WE are doing enough business," said the manufacturer. "Our business is growing fast enough to suit me, and the other officers. If advertising would make our business grow faster, it would only give us more cares. Why should we do that when we are doing well enough as it is?

"Have you ever considered," was the advertising salesman's reply, "whether that young foreman of the finishing room will be content with his small part of the general growth? How about the cashier or head bookkeeper? Is he studying higher accounting merely for a pastime or does he expect to fit in a sizable department as auditor or comptroller?

"Some of these men are at the age and degree of experience that will make their ability grow faster than your policy will allow their responsibility to grow. The best of them demand responsibility up to the limit of their ability. Unless your business is made to expand fast enough to absorb their growing ability you will lose the better men.

"The moral responsibility to let these men get the greatest return on their investment in your service is one thing to consider. Or, will you deprive the business of its greatest benefit from the investment made in these men? Look at it either way, and you find the same obligation to make the business expand."

F. J. Campbell, of Canada Paper Co., Limited, Windsor Mills, Que., is authority for the following relative to newsprint prices.

We shall not, at present, meet the price of $2.50 per 100 pounds.

We are already making arrangements to reduce our newsprint output.

Newsprint, under present conditions, cannot, in our opinion, be manufactured profitably at $2.50 per 100 pounds.

As to shortage, we are of the opinion that if current prices for newsprint should prevail, the increased cost to the user will lead to curtailment that in a natural way will obviate a shortage.

On the other hand, a $2.50 price will induce increased consumption and decreased production, and inevitably bring about just what it is desired to avoid.

GREAT!—AH!—INCOMPARABLE!! IS THE MODERN COMMERCIAL ARTIST

For Him Life is a Bed of Roses—He Soars to the Pinnacle of Praise and Honor on Eagle Wings, and the Long-green Travels with Him by the Same Swift Route. Ah!—Millennium!—Sweet Millennium!

THE greatest, most transcendent dream of artists for ages past has now been established as a practical reality.

The ancient Greek sculptor sighed to think of it as he rested from his chiselling to wipe his brow.

The fresco painter of ancient Rome cast a long, hopeful look to the West as he laid down his brush at the end of the day.

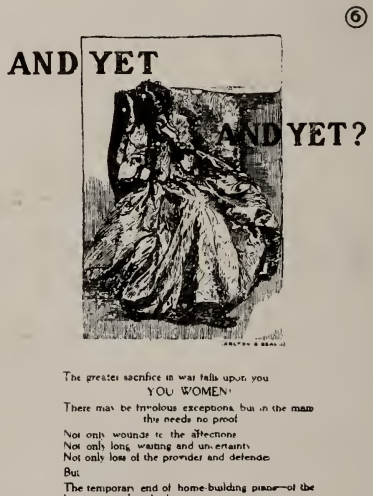
Mayhap the Raphaels, the Ruebens, the Leightons, breathed many a prayer for the day of its dawning.

But no!

It remained for the commercial artist of this day and generation to make the dream of blissful existence possible, practicable, profitable, and "pass-current."

To reflect on the tedium of time-

An English artist toiled for hours—days, perhaps—planning and executing the beautiful pen-work of the above. The modern artist merely required the ability to sketch in his own name.


⑥
AND YET
AND YET?
The greatest sacrifice in war falls upon you
YOU WOMEN
There may be frivolous exceptions, but in the main
this needs no proof
Not only wounds to the affections
Not only long, waiting and uncertainty
Not only loss of the provider and defender
But
The temporary end of home-building plans—of the
hopes centred in the home
AND YET—
WE Veterans appeal to you to
Send your men!

German

Above is the portrait of a German, drawn by a German. How appropriate for a Canadian recruiting campaign it is made by the introduction of a Canadian signature.

⑨
CARLTON G. BEALITY.
AN INTELLIGENT MAN ?
And yet
He came into this office a few days ago bubbling over with enthusiasm. He shook our hand. He patted us on the back and shouted: "Bully advertising! A great recruiting campaign — but you're over their

past methods is to cause his lips to broaden in a merry and mirthful H-ha! H-ha!-ha!

What? Years of toilsome tutoring; weeks of waiting on the muse; months of enslavement on a single canvas?

Not much, nor necessary.

For him a masterpiece is but a five-minute effort.

Nor is his soul perturbed with "qualms of heart-sick agony" over the niceties of technique, the deftness of brush stroke, the subtleties of harmony and cunning of contrast.

Leave these to those who so desire to damp life's flickering flame.

For him the easier method. A row of books of fine old prints and reams of master studies.

To wearied eye and hand and brain; to shoulder stooped and dragging step, the good old discard has done its duty.

While sun is bright and breeze is bracing, he saunters out upon the street with rounded chest and heaven-flung head, to drink in the fulsome adulation of many and admiring friends.

Ability beams from his countenance, and mastery from his poise. For is he not the Paragon of artistic accomplishment: the Colossus of clever conceptions?

While others burn the midnight oil to worry through a trifling

picture, his single requirement is the ability to write his name.

His study is no doubt the embodiment of industry.

Piles of prints from old masters weigh down his desk.

Scissors and paste and a lightning dexterity for imprinting his trade-mark, turn out illustrations with the speed of a multiple press on a special edition.

Unknown and unremembered artists bless him from their graves for thus reviving and extending the work of their hand and brain. Contemporary craftsmen are kept in a paralysis of apprehension.

All mortals, of course, have some sort of an ailment. His is writer's cramp.

And so, it is rumored, a protege is in training, to relieve him of the wearing work of inscribing his insignia.

One besetting fear affrights him.

Paper prices are approaching the prohibitive.

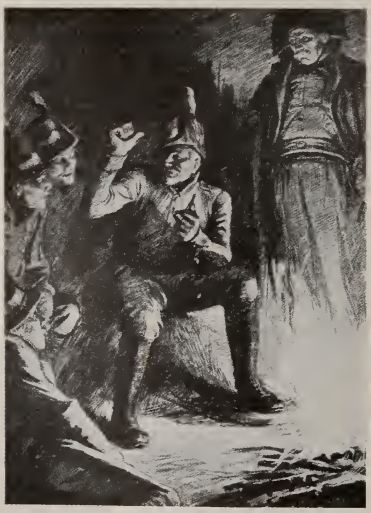
Printing costs are on the incline.

Foreign importations are being reduced and cut off.

What if books of old prints and master drawings should be included in the unavailable imports lists?

What then? What then?

Angels and ministers of grace be kind.



Years ago a Finlander conceived the above and worked it out. To the right we are shown how much better it looks with an imprint and recent date mark.

TWELVE'S LEFT THE BANK!

There is a new man in our Company that you may know...Twelve!...He's quit the Bank!

BUSINESS IMMIGRANTS

BASED on information from all sources, there was never a time in the history of Canada when there were so many enquiries from American manufacturers desirous of establishing branch plants in Canada. There is a growing feeling among our neighbors that there will be preferential trade, throughout the British Empire, and possibly extending to all the Allies. Beyond this they believe that Canada will show remarkable growth in the years following the close of the war. They think it good business to have a plant in Canada with which to supply British and Allied trade as well as the tremendous demand which a growing country requires.

There have been more representatives of American manufacturers trying to sell goods in Canada than ever before, notwithstanding the scarcity of raw materials. Firms who have never tried to do business here are awakening to their opportunities and there are many opportunities for the sale of goods that are not now manufactured in Canada.

The address by Mr. Dennis, Assistant to the President of the President of the Canadian Pacific, recently delivered in New York, has attracted a great deal of attention and has been freely quoted throughout the United States. In his talk Mr. Dennis predicted a pouplation for Canada, in a comparatively short time, of 50,000,000 people.

It is unfortunate that we have no national officials to whom these enquiries can be referred. The majority are being taken care of by the various trade and technical papers, but there are some points on which it is important to have official Government information. Here again, we find the need of a business man in our Ministry of Trade and Commerce.—*The Financial Post of Canada.*

13
NATIONAL
CARLTON G. BEALL
YOU SALESMEN KNOW
You can't sell a man a tie, or a car, or a baby carriage if he thinks he doesn't NEED it. Well—it's the same with "selling" YOU the King's Uniform. Enlistment costs you nothing. There's health and fellowship, travel and adventure in the proposition. Death will be little nearer you in France than at home. But you THINK you don't "need" the King's Uniform! You IMAGINE the price is too high!

Omens hold no terror for the modern artist. The above ad is fatal No. 13. It appeared on the 13th day of the month. The authorship of the illustration is doubly claimed. Someone surely was made the goat.

For the year ending March 31st, 1917, Canada trade shows a favorable balance of nearly $350,000,000. Imports are estimated at $825,000,000 and exports at $1,170,500,000.

IDEAL ARRANGEMENTS FOR ST. LOUIS CONVENTION

Convention Board of A. A. C. of W. Puts Finishing Touches to Arrangements of St. Louis Convention, Which Promises to Make It One Unusually Well Attended

P. S. FLOREA, secretary, manager of the Associated Advertising Clubs, following a conference with the Convention Board of the Advertising Club of St. Louis recently, at which the physical arrangements for the convention of the Association, at St. Louis, June 3rd to 7th, were checked over, announces that the arrangements are practically ideal.

The general sessions of the convention—with the single exception of the Sunday afternoon inspirational meeting—will be held at the Jefferson Theatre, just across the street from the Jefferson Hotel, which will be conventoin headquarters. The Sunday afternoon meeting, weather permitting, will be an outdoor affair, in the quadrangle of the university, but arrangements will be of such a character that it can be shifted to the gymnasium or some other building at the last minute if necessary.

The departmental sessions and interdepartmentals will be held, for the most part, under one roof—that of the Municipal Courts Building, a walk of five minutes from the Jefferson, while the advertising exhibit will be housed on the first and the second floors of the City Hall.

It seems likely that some of the interdepartmentals will have to be held outside the Municipal Courts Building, because of the need for more space than would be provided there, but assurances have been given by the St. Louis committee that all meetings will be convenient to the headquarters hotel, that quiet meeting places will be provided, and that all will be so close together that there will be no difficulty in getting from one to another in a very short time. Several nearby places are available, and the St. Louis committee will select the most suitable.

The location for the advertising exhibit is the best that has ever been available to that purpose, Mr. Florea and Lewellyn E. Pratt, of New York, chairman of the National Programme Committee, who also attended the meeting, agreed. The rotunda of the City Hall, large, light, well-ventilated and beautiful, will afford unusual opportunities to the National Exhibit Committee, and Charles Q. Peterson, of Chicago, chairman of that committee, who was in St. Louis just prior to this meeting, expressed great pleasure over the location and the hearty co-operation of Mayor Henry Keil, and other St. Louis officials in simply throwing down the bars and asking the convention to come in and take what it needs.

The City Hall is separated only by a plaza from the Municipal Courts Building. With daily music and other special attrac-

tions added to the value of the exhibit and the close proximity of the building in which it will be held, the committee believes it will be unusually well attended.

The slogan of the St. Louis Convention of the Associated Advertising Clubs of the World, June 3rd to 7th, is going to run through every department and activity of that meeting, according to plans of the National Programme Committee and the Convention Board of the Advertising Club of St. Louis, which have been working in close harmony in the matter. Everywhere, and practically all the time, the convention visitor will be hearing or seeing the slogan, "Advertising Lowers Cost of Distribution."

In the general session programmes, this will be one of the chief topics, of course, and the programme committee, headed by Lewellyn E. Pratt, of New York, is planning some brass tack talks by some of the biggest business men in the country, showing just how advertising has lowered their selling costs. It is the hope of the committee to arrange for addresses that will show just what selling operations cost before and after advertising was employed.

The committee has announced that it is not in the market for generalities, or for eulogies of advertising which are not backed by figures and facts. It wants brass tack stuff. In addition to such features on the programme, it is hoped to have a partial report from the special sub-committee of the National Research Committee which was recently appointed to go into the subject of how advertising has affected the cost of advertised goods to the consumer. This special committee is headed by Ralph Starr Butler, of the University of New York. It is not anticipated, of course, that the commitetc will have a final report then. It is expected the work will require months.

The slogan will run through the departmental and interdepartmental sessions, either being the stated subject of addresses or cropping out by way of inference in the talks. The programme committee hopes the slogan will be in the mind of every man on every programme, so that if his subject is such as to admit of the thought at all, he will couple up with the slogan.

The advertising exhibit—which will be unusually well housed in the St. Louis City Hall—will, of course, have much evidence on the line of the slogan. The exhibit committee has this definitely in mind. In the meantime the delegates to the convention will see the slogan, on signs, etc., on all sides. It will be on the bill boards, on painted bulletins, on placards in connection with special decorations, in the newspapers, in store windows—everywhere.

The plan is fairly to dramatize that one big thought, both for the purpose of getting the thought itself across in a forceful way, and with the idea, also, of inspiring those who attend the convention to go back home with the resolve to make the slogan a daily, living fact in their own endeavors in a still greater measure.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

ALONG with the first song bird, the first shooting stem that shows its head above the earth, and the donning of glorious headgear, one of the sure signs of spring is the increasing amount of automobile advertising. The desire to get out in the open is so closely akin to the desire to possess an automobile that automobile advertisers have become past-masters in turning the trick on this point of contact.

The automobile pages these days are like milliner's spring window displays in variety of appeal, color, design and conception. There are almost as many "exclusive designs" in automobile ads as there are in spring hats.

Among the most attractive and particularly timely appeals is the recent McLaughlin advertisement reproduced herewith. The endeavor to link together the quality idea with the practical, is very cleverly conceived and executed. Open illustration, refined border, good sized type and sensible argument combine to make a most interesting and pursuasive advertisement.

McLAUGHLIN
Surpassing in Power ~
Superb in Appointments
Power, or the lack of it, makes or mars an automobile. Power gives satisfaction, the lack of it, annoyance. Canadian hills and highways are easily negotiated on high gear with the reserve power of the McLaughlin valve-in-head motor. This is due to the Valve-in-head principle of the McLaughlin motor construction, which develops from 15 to 25% more power than motors of other type of the same bore and stroke. In all the essential qualities of a good motor car—body construction, mechanical efficiency and appointments—the McLaughlin is equal to the best. In power it stands alone. The New Series McLaughlin cars include 4 and 6 cylinder models in Touring, Roadster and Sedan types, at prices ranging from $895 to $2350, a new 60 H.P. 6 cylinder 7 passenger McLaughlin at $1900
Send for our new catalogue "D" describing our complete line to
THE McLAUGHLIN MOTOR CAR CO., LIMITED
OSHAWA, ONTARIO
SEE THE 1917 McLAUGHLIN MODELS
AT OUR SALESROOMS
COR. CHURCH & RICHMOND STS., TORONTO, ONT.
Canada's Standard Car

Surpassing is the word

The McLaughlin people have no doubt considered well the size and position given the trade mark at the top and the excellent slogan at the bottom "Canada's Standard Car." From an outside viewpoint these might be linked together with very good profit, and considering the amount of other automobile advertising at present appearing, nothing but good could result from their being brought out bolder and stronger.

* * *

Can you imagine anything more representative of the Ford as a car than the advertisements in the recent Ford series. Here elaborateness and pretty words are sacrified for practical, straightforward business talk that gets to the root of the buying impulse with a solar plexus punch. The campaign is apparently definitely separated into two divisions; one appealing to city and town trade, and the other to the rural class. Both divisions have been well considered in regard to variety and strength of appeal. It will not be the fault of the present Ford campaign if our city streets and

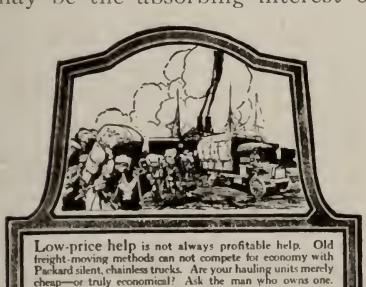
Save the Horses for Farm Work
THE average farmer has enough work for his horses right on the farm. He can ill spare them to pull a buggy or a phaeton. And has own time is valuable, too. With farm labor so scarce, he cannot afford to spend half a day or a day to drive a horse to town and back, when he can do it in an hour or two in a Ford.
Costs Less
A Ford car more pays for itself in the time it saves the busy farmer, costs less to run than a horse. It doesn't eat its head off when idle.
Mr. S. H. Smith, of Holstein, Ont., says "I can run my Ford car more miles with less expense than a horse. His experience is typical of thousands of others.
Mr. W. A. Fallis, of Vermilion, Alberta, states that he has driven his Ford more than 12,000 miles over muddy roads, prairies and fields in every kind of weather. His entire maintenance expense for three years, outside of one set of rear tires has been only $3.55.
With the cost of running a Ford less than driving a horse, it doesn't seem good business to drive a horse to town and turn him out so that he can fit for work on the farm the next day, now does it?
Never Tired
That's the great beauty of a Ford! It never gets tired. It starts you in town and back, or takes the children to school, or your wife to visit a friend, 15 miles down the line without any slowing up for breath or any urging with a whip. You don't have to say "Get-dap" to a Ford. And on the hills, well, it scurries over them like a squirrel climbs a tree.
It is an easy to drive a Ford as to drive a horse. It is just the car for country service. Narrow roads or sharp turns do not bother it. It can turn completely around in a very little larger space than a horse and buggy. It is not afraid of a stubborn engine. A street car, a train or another motor car it never shies. It stands without hitching.
The initial cost of a Ford is small—$495 for the touring car. If you care to sell it at the end of one year, you will find many buyers who will offer you the first price less $125. Consider therefore, how much pleasure you can have in a year for $125, how many hours of tedious travel, and how much horsefeed you can save. Don't you think it a good "buy"?
"Ford Times" Free
No progressive farmer can afford not to own a Ford. The more you look into this, and think it over the more you will realize that it is so. Let us put you on the mailing list for "Ford Times" our interesting magazine. It will help you in thinking it over.
Ford
Touring Car $495
Runabout - - $475
F.O.B. FORD, ONT.ARIO
Ford Motor Company of Canada, Limited
FORD, - - - ONTARIO

Particularly appropriate in copy and design

country roads this coming season are not well dotted with Ford cars.

* * *

There is something about the Packard series that puts it across with a good deal of force and strength of impression, and recommends it to all interested in the study of better advertising. It may be the absorbing interest of


Low-price help is not always profitable help. Old freight-moving methods can not compete for economy with Packard silent, chainless trucks. Are your hauling units merely cheap—or truly economical? Ask the man who owns one.
Packard

Commendable terseness

the picture. It may be the shortness of copy. It may be the positiveness of the single argument. It is more likely a combination of all three. Many of us would die of fear and misgivings if we attempted to use so few words in such large space to sell such a high priced product as the Packard, about which there must be so

The Dawn of Good Health
Made of Sweet Corn Barley Bran
"A helping a day keeps you fit every way"
A Delicious Food To Do You Good!!
It's rightly named, for it will insure you lasting GOOD HEALTH.
Eat it daily, with all the cream, good milk or fruit juice it will absorb, and then some more.
Costs less than a cent a helping.
GOOD HEALTH FOOD CO., Ltd., London, Ont.
Your grocer has it or will get it for you
13 cents a package - 2 for 25¢
GOOD HEALTH
Made in Canada BREAKFAST FOOD

A hodge-podge of picture and type

much that could and might be said.

* * *

There may be a good excuse for a new breakfast food, but there is certainly no excuse for the kind of advertising that is attempting to put "Good Health" on Ontario's breakfast tables. The slogan used is not a happy one. To many, at first sight, it reads somewhat like: "A helping a day keeps your fits away." The advertisement is unusually poor from a typographical point of view. It is really a hodge-podge of picture and type, and doesn't convey quickly and

easily a definite impression of the product. A change of strategy and tactics is indisputably necessary here.

* * *

There are probably very few women readers of newspapers that will be able to pass by the attrac-

New Styles are graceful
This year's D & A models show the figure at its best.
Without undue compression they help to realize the dressmaker's ideal.
Made in Canada and fitted on living Canadian models D & A Corsets give Canadian women the greatest possible comfort and sell at half the price of imported corsets. There is a style for every figure.
Ask your corsetiere.
Made by the DOMINION CORSET CO QUEBEC
Makers also of the La Diva Corsets and the D & A "Good Shape" Brassieres.
4.17
NON RUSTABLE
D & A
CORSETS
DOMINION CORSET CO., QUEBEC MONTREAL TORONTO

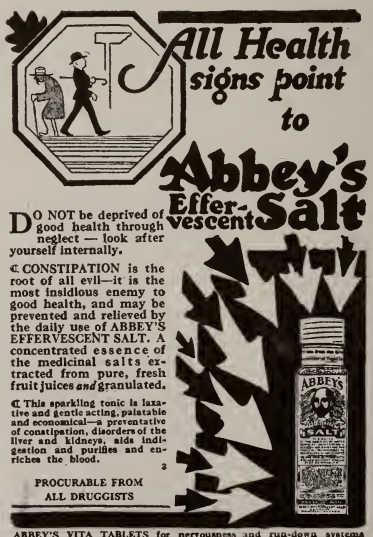
Strikingly different

tive D & A Corset advertising now appearing. Aside from the fact that women are predisposed to consider anything in relation to dress, the unusual manner in which the D & A Corset is presented in this series will act as an additional incentive for their attention. The natural effect achieved by the use of living models reproduced in combination, half tone and line, is quite a step in advance for newspaper advertising of this kind, and fittingly presents the possibilities and practicability of this style of treatment for many other lines of wearing apparel where stiffness, unnaturalness and "posyness" exist.

The D & A trade mark is commendably displayed, and although this is evidently "Reminder, or Publicity" copy, a comparison with the trade marks in the automobile advertisements previously referred to will afford a good study.

* * *

Whenever the Critic sees a freak attention-getter it makes him think of the street corner faker who makes such noise and bluster to get the attention of the crowd for purposes perhaps not wholly beneficial to it. And who wants to be a street corner faker in point of attention-getting devices.


All Health signs point to
Abbey's Effer-vescent Salt
DO NOT be deprived of good health through neglect — look after yourself internally.
¶ CONSTIPATION is the root of all evil—it is the most insidious enemy to good health, and may be prevented and relieved by the daily use of ABBEY'S EFFERVESCENT SALT. A concentrated essence of the medicinal salts extracted from pure, fresh fruit juices and granulated.
¶ This sparkling tonic is laxative and gentle acting, palatable and economical—a preventative of constipation, disorders of the liver and kidneys, aids indigestion and purifies and enriches the blood.
PROCURABLE FROM ALL DRUGGISTS
ABBEY'S VITA TABLETS for nervousness and run-down systems

Simpler methods would secure better attention

The Abbey's Salt advertisement seems to make the mistake of creating a whole lot of unnecessary and distracting noise to draw attention to a tiny reproduction of their bottle. How much better to have used the space for illustrating the bottle in much larger size so that the public may get a stronger, clearer and more definite impression of the bottle and its identifying marks. The old fashioned method of reproducing the product in good big size will always be an effective policy to adopt.

HELD DINNER TO ANNOUNCE NEW PAPER

THE advertising agency men of Toronto were entertained at a dinner Tuesday evening, March 27th, in the Grill Room at the Prince George Hotel, Toronto, by the advertising staff of the Continental Publishing Co., publishers of *Everywoman's World*. The reason for this extravagance was to officially announce *Rural Canada*, the publication which, linked with *Everywoman's World*, it is claimed, will give the advertiser 25 per cent. of the Canadian homes, and to bring before the agency men the most comprehensive scheme of co-operative merchandising that has ever been attempted by a Canadian publishing house.

In laying their propositions before the agency men, Mr. Chas. C. Nixon, vice-president and advertising director, reviewed briefly facts relating to the general market in Canada.

There are roughly more than 775,000 farm homes in Canada, and the largest farm circulation to-day is about 35,000, a great undeveloped field for a new magazine—designed to take the place in Canada of the *Farm Journal* and *Successful Farming* in United States—its appeal being more directly to the women folks on farms, although of interest to the farmer and his family.

It is the object of the Continental Publishing Co. to secure as soon as possible at least 25 per cent. of the English-speaking homes of Canada represented by their two National home magazines, and by *Everywoman's Dealer*, have these linked up into the greatest possible selling force.

The practical working out of these ideas, especially from the point of view of the salesmen representing the manufacturers and distributors who are the clients of the advertising agencies, was reviewed by Mr. I. Simonski, general manager of the Continental Publishing Co. He went into detail, illustrating from his own successful experiences as a road-salesman, calling on the trade throughout Canada, and later as buyer of much space in all good mediums throughout Canada, how selling expense could be reduced and much greater effect be secured through concentration in big leading mediums which have the proper influence on local dealers.

A vote of thanks, moved by Mr. Purkis, of J. J. Gibbons, and seconded by Mr. Pearce, of McKims, voiced the warm reception which the proposals met with in the hearts of the agencies represented.

MEN AND MEDIA

IN a letter from Shoreham Camp, Eng., Lieut. G. G. Rooker asks ECONOMIC ADVERTISING to let his advertising friends know of the recent addition to his family at Fort William, of a daughter. Prior to his enlisting for active service, Lieut. Rooker was advertising manager of Fort William *Times-Journal*, and for a number of years Western Canada business representative for Toronto *Globe*.

* * *

J. Harry Smith, formerly of the staff of Toronto *Sunday World*, was recently appointed city editor of Toronto *Daily World*.

* * *

Fort Frances, Ont., *Times*, was recently sold to W. J. Roleau, head of a new local company and was at the same time consolidated with the *Standard*.

* * *

Rob Sutherland, editor of Nelson, B.C., *News*, is appointed to the presidency of the Canadian Club of Nelson.

* * *

Jerry Madigan, Ontario representative of *MacLean's* and *Farmer's Magazine*, after a connection of several years with the publishers, has resigned to go into business with his uncle in the Western Foundry Co., Wingham, Ont.

* * *

A new monthly, called the *Manitoba Public Service Monthly*, has made its appearance in Winnipeg, published by J. A. Macdonald, formerly press gallery man for Winnipeg *Free Press*.

* * *

Three well-known Toronto newspapermen recently passed their examinations at Kingston School of Artillery, and are now eligible for commissions. The men are J. Lewis Brown, formerly of Toronto *Globe;* Clarke E. Locke, formerly of Toronto, *World*, and Ferguson Kyle, a well-known Canadian cartoonist.

* * *

The Canadian Government is conducting a rather extensive advertising campaign in upwards of 7,000 United States publications. The object of the campaign is to secure as much farm help as possible from across the line.

* * *

It is announced that the 59th annual convention of the Canadian Press Association will be held in Toronto, June 14th and 15th. Application has been made for accommodation in Central Technical School, Toronto, where last year's meeting was held.

* * *

It is rumored that Ottawa may be presented with a new Liberal evening paper to occupy the space left vacant by the amalgamation of the *Free Press* with the *Journal*.

* * *

H. V. Tyrrell, general manager of MacLean Publishing Co., Limited, Toronto, is enjoying a few weeks holidays at Pinehurst, N.C.

* * *

Arrangements have been made with R. Bruce Owen to represent

the Kingston *British Wig* in Montreal, and with F. C. Hoy to represent the same paper in Toronto.

* * *

H. A. Nicholson, formerly with Lethbridge *Herald*, has joined the Art and Service Department of MacLean Publishing Co., Limited, Toronto.

* * *

The entire building, machinery, presses, etc., of *Le Soleil*, a French evening paper of Quebec, Que., was recently destroyed by fire.

* * *

It is probable that advertising may be declared as a non-essential trade in Great Britain's national service scheme, and yet the development of Kitchener's great army and other successful military promotional undertakings were largely due to this force.

* * *

A most interesting portfolio of views has been received from Regina *Daily Post* in which Regina is referred to as the commercial, industrial, financial centre and capital of the Province of Saskatchewan. Regina's civic and commercial development and possibilities are very pointedly presented in the views and text which accompany them.

* * *

Montreal *La Presse* recently published in booklet form under the title of "Our Volunteer Army," translations of editorials which recently appeared in that publication. The booklet is illustrative of the way this paper has defended recruiting and recruiting methods in the Province of Quebec, and as such, is a very interesting piece of literature.

* * *

Mr. Sidney R. Cook is now the managing editor of *Canada Monthly*, London and Toronto. He

SIDNEY R. COOK

assumed his new duties early in February. Mr. Cook, who was formerly an associate editor of *Putnam's Magazine* and *Collier's Weekly*, has already announced several new editorial features for *Canada Monthly*. One of these is a series of booster articles on Canadian possibilities.

The 1917 edition of Lydiatt's What's What in Canadian Advertising will be ready for distribution before April 1st. The new issue demonstrates more clearly than ever that the volume must be considered a rate book rather than a mere directory of publications.

Some very important and helpful changes and additions have been included in the new volume. In the information relating to rates of daily newspapers, the rate for 2,500 lines is added to the former information as to casual, 5,000 and 10,000 line contract rates, Also comparative figures with rates of the former year, so that an advertiser can see at a glance what increase, if any, he will be obliged to pay for space during the present year. In addition to the information of papers that will accept mats, has been added those that will take unmounted plates. The information relating to weekly papers has been condensed and made more convenient. The weekly papers which use ready prints are indicated as such.

The tabulated form in reference to magazines and agricultural papers has been dropped and the information and data rearranged, elaborated and made more complete; also the circulation figures will show net, paid and gross.

In addition to much new data and information of interest to advertisers is included the distribution of circulation by provinces of important national mediums, also a chart of rates of the more important Canadian publications which shows that advertising in general must bear a 12 per cent. increase over last year. There is also a chart of poster rates which indicates an increased charge of 25 per cent. over the previous year.

In addition to the information regarding American magazines, is included a memorandum of circulation and advertising rates of leading newspapers in the United States.

A noteworthy feature is the increase in advertising patronage which is a credit to Canadian publications who support such an indispensable advertiser's help.

It is reported that "Who's Who," the companion volume, will not be issued until the fall.

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To Cover Toronto

Five different quarterly audits of the circulation of the Daily and Sunday World have been made by the Audit Bureau of Circulations and figures are given as follows:

Average Net Paid Circulation

QUARTER	MORNING	SUNDAY
3rd—1915	50,325	82,290
4th—1915	43,757	82,667
1st—1916	39,398	89,001
2nd—1916	43,382	95,049
3rd—1916	48,653	91,503

For the three months ending September 30th, the report divides the circulation of the two papers as follows:

	CITY	SUBURBAN	COUNTRY
Daily	28,618	8,394	8,091
Sunday	59,891	11,128	17,089

These figures do not include free papers, sample copies or papers going to exchanges. This is actual net paid circulation.

This audit shows a combined total city circulation of 88,509 and a combined suburban circulation of 19,522, proving that the Daily and Sunday World should be used by any advertiser who intends covering the City of Toronto and nearby points. On a combination contract for 5,000 lines, where the same copy appears in both papers, the rate for each paper is 7c. a line, the best value offered by any Ontario publication.

For additional information ask your favorite advertising agency or communicate direct with the advertising department.

The Toronto World, Toronto

TAKING IT ON HIGH

In the first three months of 1917 our guarantee for the year of 30,000 net paid circulation has been reached. Moreover

THE PACE HAS BEEN SET

Based on actual figures during the past six weeks the average net increase per week, allowing for cancellations, is 907. Nothing stands in the way of a continuation of this rate of increase.

Figure It Out for Yourself

How long will it take us to reach our first goal of

50,000

Are we to carry your goods now at **Present Rates** or will you wait and **Take Chances?**

THE CANADIAN

COURIER

181 SIMCOE STREET, TORONTO

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, April, 1917 No. 4

L. R. GREENE, OF TUCKETT'S, HAMILTON, PRESIDENT OF THE ASSOCIATION OF CANADIAN

Old Dutch

Makes scrubbing quick and easy. Don't wear out your back and your temper. Just let Old Dutch clean your

Tile,
Oil Cloth,
Linoleum,
Wood Floors

One of the new series for farm and news papers prepared by this agency for the Cudahy Packing Company.

Our success in holding this great International advertising account continuously for a number of years is a strong indication of our fitness to solve your advertising problem.

"It's All In The Service"

NORRIS-PATTERSON LIMITED

MAIL BUILDING NP **TORONTO**

FOR WOMEN

Vol. 1. No. 1. JUNE, 1917

"ALL roads lead to the farm." It's the greatest, most responsive market there is.

The farmer feeds the nation; the farmer's wife feeds the farmer so in reality it is she who feeds the nation.

She sits in the business council on the farm—so different to what you find in business in town.

She decides.

* * *

War conditions which have doubled the incomes of the farmers, have brought economic liberty to the women of rural Canada.

She takes her place as citizen.

It is more necessary now than ever that she keep up-to-date, alive, and that she take advantage of every labor-saving device, every help and comfort; *moreover that she advise her husband, her father and her brothers on all matters pertaining to the complex life and business of the farm.*

No more will she be "Overlooked and Underestimated!"

* * *

She needs and her family needs a great home journal edited exclusivly for her and their own peculiar farm and home interests—a great, Canadian, National farm paper.

No need to argue this point!

The farm people of Canada have spoken—have asked us to meet this need—to prepare for them this new magazine they want.

Officials of Provincial and Dominion Departments of Agriculture have pointed out the need to us and have sought to have us undertake to meet this need and fulfil this want with the whole weight of our perfected organization.

3000 Requests

Over 3000 letters have come to us from farmer people from all parts of Canada asking us to proceed with this publication; they have sent us editorial suggestions; they have sent us lists of products with reasons why these should be advertised in the columns of this new magazine; they have subscribed in advance,—paying for two years in over 1000 instances, to register their approval of our plans to meet their needs; they have named the publication for us —over 1200 **different** names having been sent to us, of course, in many instances, being duplicated until they totalled thousands!

Visualizing the Results

Manufacturers and distributors of goods in Canada have encouraged us. They approve of our plans to give them efficient and economical access to another 10 per cent. of the English-speaking Canadian population on good Canadian farms. They see a tremendous asset, live and available for steady work in their business when we link this up with EVERY-WOMAN'S WORLD circulation, now reaching fully 15 per cent. of the available market—in all 25 per cent. of the English-speaking popu-

(Continued on page 2)

lation, 1 in every 4, and these all closely knit up together with "the trade" through EVERYWOMAN'S DEALER, reaching eventually all of the retail merchants and inducing them to give fullest co-operation in merchandizing the goods which have been made alive through this intensive National advertising in these two great home magazines.

50,000 Circulation

Leading advertisers—our old customers in EVERYWOMAN'S WORLD—have asked us to double up on our original plans and make our first issue provide for 50,000 circulation. It will be dated for June and ready about May 20th. The subscription price is $1.00 per year, payable fully in advance.

For the second issue 50,000 net, paid-in-advance, full-priced circulation will be guaranteed, and 50,000 circulation as a minimum monthly thereafter. (A. B. C. Audit has been applied for.)

Favors on Rates

To our old customers and to new clients who want this service to be built up in a big way as speedily as is consistent with the importance of this market, we will, over the first six issues, allot space according to the following sliding schedule below the flat rate of 35 cents a line.

600 lines to be used within first six issues.....32c a line
1000 lines to be used within first six issues.....30c a line
2500 lines or more to be used within first six issues.....25c a line

Space for the first issue is already taken up to 62 per cent. of the limit available.

The remainder will be alloted in order as applied for.

Minimum Overhead

It is our purpose to keep down all needless overhead—to reduce all selling expense to the minimum—to have our readers bear their just proportion of publication expense—and to give advertisers service at a close figure, as close to cost as is consistent with investment and a fair profit.

In so far as possible, we shall not solicit advertising by costly personal canvass.

More Value

"More value for less money than you can get elsewhere in Canada" has always been our motto. We can now give you much greater value than ever. We know you will appreciate it and use it to the limit you need.

* * *

The Limit of Service

We will give, as we have always given, the limit of good service by efficient counsellors and executives who have built their own business out of investing their own money in good advertising—cutting down selling costs, building bigger business, accomplishing in a few years with advertising what others in a life-time have not been able to do without advertising.

Send Us Word

We would appreciate a line from you—NOW! while this matter is on your mind, telling us what encouragement we may count on from you as representing your organization interested in selling goods in this great market.

Obviously "Rural Canada" is to be a big, live, active, ever-working asset in your business!

CONTINENTAL PUBLISHING CO., LIMITED
Publishers, Everywoman's World
TORONTO, MONTREAL, NEW YORK, PHILADELPHIA, CHICAGO, LONDON, Eng.

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Subscription Price, $1.00 per year, 10 cents the copy

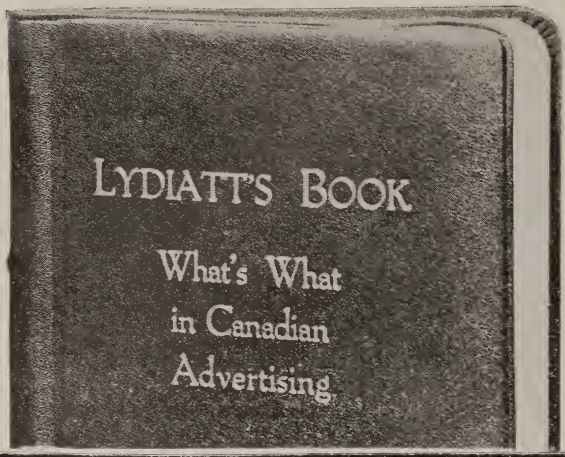
ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar

A BOOK YOU'LL USE DAILY



AUTHORITATIVE

RATE BOOK

All Canadian Adv. Mediums

—

Complete Guide to the Canadian Market

—

Not a Mere Directory

Essential Facts Effectively Condensed

Note method of listing daily newspapers for example

*†SPECTATOR (1846) E-C-12 to 24 p., 8 col. 21¾x13. 1-30-$2
Pub. report 6 m. end. Mar. '16—18,372-8,123-27,470
6 m. end. Sept. '16—18,950-8 125-28,059
(Also S-wkly) Jas. R. Allen, Adv. Mgr.
.98 .60 .56 .56

Shows name of paper, date established, morning or evening, politics, average number pages, number, length and width columns, subscription rates, circulation data and advertising rates. * in front of name indicates mats can be used; † indicates can use unmounted plates; name in black face indicates it is a member of A.B.C. In the case of the Spectator, date established was 1846, it is published every evening (except Sunday) and in politics is Conservative. Publishes an average of 12 to 24 pages, 8 columns to the page, each column 21¾ inches long and 13 ems (2-1/6 inches) wide. Single copy price is 1 cent, local sub. price 30 cents a month, lowest mail sub. price $2 a year. Next two lines give circulation data—comparative figures are given—divided to show local net paid, suburban and out-of-town net paid, and gross average—18,950 being average city circulation, 8,125 average out-of-town (added they show total average net paid) and 28,059 total distribution (inc. unpaid) from report for six months ending September 30th, 1916. Also publishes weekly edition (listed under weeklies). Advertising or business manager's name is given, also range of advertising rates—first, figure representing casual rate per inch; second, the rate per inch on 2,500 line contract; third, the rate per inch on 5,000 line contract, and fourth, the rate per inch on 10,000 line contract (usually the minimum rate). Similar complete data is given regarding weeklies, magazines, farm papers, religious, trade, technical and miscellaneous class publications, posters, street cars and other mediums in Canada used by general advertisers.

"Cannot Fail to be of Great Assistance to all Buyers and Sellers of Advertising Space."

Includes thousands of facts and figures indicating trade conditions and market possibilities; also type and engraving specimens, handy data about paper, color-selection, window displays, sampling and demonstrations, copy preparation; lists of agencies and their accounts, customs, trade-mark, copyright, regulations, postal, and express rates—all the data advertisers have constant occasion to refer to, accurately compiled and conveniently classified for easy reference. Fourth year of publication—used by hundreds of advertisers, agencies, publishers.

350 Pages, Pocket Size, Leather Bound, Gold Stamped. $2.00 a Copy.

Postpaid on receipt of the price. Descriptive circular, specimen pages, free on request.

W. A. LYDIATT, Publisher, 53 Yonge Street, Toronto.

Economic Advertising
A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, April, 1917 No. 4

STRAIGHT TALKS

A CASE FOR ARBITRATION

WHATEVER may have been the respective attitudes of the A. C. A. and the four Toronto newspapers a few months ago, when the question of allowing agency commission on national advertising emanating from Toronto was reopened, it requires very little observation to-day to recognize the sincere desire of both parties to arrive at a satisfactory solution—and to get there quickly.

In this respect at least they are both traveling in the same direction.

Economic Advertising is strongly in favor of open discussion on any and every mooted question. Its pages are at all times open to the beck and call of any who have a grievance to correct, an unfairness to remove, or an improvement to suggest. But it is unalterably opposed to the continuation of the discussion of a question which apparently can get nowhere but to further alienate and separate long-standing good relations and reciprocal benefit.

The discussion between the A. C. A. and the four Toronto newspapers has reached the stage where a fair, unbiased board of arbitration could perform a worthy service, for advertising. We believe both the A. C. A. and the Toronto publishers, are equally strong in the conviction of the fairness of their respective sides of the case, to unhesitatingly lay all the cards on the table before a board of arbitration and accept the principle of practice its fairness will suggest.

Such action will be no greater gamble than the present discussion is proving, and will be accompanied by more definiteness and result.

Economic Advertising would suggest the following as suitable nominations for the above mentioned board: one representative of the four Toronto newspapers, one representative of the A. C. A., one representative of the Canadian Manufacturers' Association, the President of the Toronto Board of Trade, the President of Toronto Ad Club.

Three-Fold Service

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

RETAIN THE BALLAST OF BUSINESS

THERE has been much interchange of opinion on the Bill recently presented to Parliament by W. E. Knowles, wherewith this member from Moose Jaw would remove and throw overboard that ballast of business which has so ably kept it steadied and afloat through unceasing storm and trouble—PRICE MAINTENANCE.

If Mr. Knowles would make it a criminal offense for a manufacturer to determine the price at which his product must be retailed, would he see any lesser evil in the situation whereby he may step into a store, pay five dollars for some well-known article, walk a block or two farther down the street and find the self-same article in another store plainly marked at two-eighty-nine?

Should such a Bill be put into force and Mr. Knowles find himself located in some retail line, like the great majority of our retail stores, sparingly stocked with a few standard lines; what would be his thoughts when he found his stock going stale on his shelves, and trade turning away from his door, because the man around the corner and the fellow up the street, had, as frequently happens even now, bought heavily in a lower market, but, through the free right of Mr. Knowles' Bill, proceeded to slash prices, on these and even other goods, to a figure ruinous from the point of view of Mr. Knowles' purchase price? How busily would buzz our bankruptcy courts!

Then, again: the majority of goods retailed in Canada at standard price are those of foreign manufacturers. What an inducement Mr. Knowles' desired situation would be to these manufacturers to extend and develop their business in Canada and bring new factories, foreign capital, more work and more business into this country?

The need of Canadian business and the Canadian public is not a removal but a broader development of the Price Maintenance Idea. There are altogether too many unvouched-for articles made in Canada, or sold in Canada, at the present, offering encouragement to the cut-price and unfair-price fiend. Price maintenance ensures the maintenance of quality and value as well as price, in spite of any local change in the manufacturer's supply market.

Finally, if the purpose of Mr. Knowles' Bill is to help reduce the cost of living, then he is virtually an apostle of Price Maintenance with the wrong road map. For his rightful and ultimate goal is, and will be, the standardization of retail prices. If a manufacturer steps up and says: "At my quality and at my value, this is my price"; does that insist that all classes and conditions of people must buy this man's goods? Certainly not. But it *does* create many and valuable merchandizing possibilities, and establishes an open challenge to capitalists and other makers to step into presumably untouched fields and markets and say: "Here is a quality and here is a value

THE CIRCULATION OF
MACLEAN'S MAGAZINE
Is Improving Steadily in
QUANTITY and QUALITY

THE circulation of MACLEAN'S MAGAZINE climbs steadily, being now more than 5,000 copies (net paid, A. B. C. basis) in excess of the guarantee of 30,000 copies for 1917. Here are the authentic figures of net paid circulation, including news-stand sales less returns:

January, 1917, issue	-	-	31,337
February " "	-	-	32,921
March " "	-	-	33,654
April " "	-	-	35,038

THESE increases are due to one thing mainly—energetic and intelligent solicitation work. Let it be remembered, also, that every subscriber pays cash in advance and full price. No premium or clubbing offers are made. The edition of MACLEAN'S MAGAZINE is being increased to

40,000 Copies for May and June

—this to accommodate the growing circulation, and no lesser quantity—probably a larger edition—will be required in July.

The July Issue

Of MACLEAN'S MAGAZINE will be Confederation Jubilee Number—to commemorate the 50th anniversary of Canada's birth as a Dominion, and will contain numerous special articles and stories akin to the fact and history of Confederation. This July issue will be much increased in size, and will have a special sympathetic cover design.

MacLean's is a Good Buy

at any time, but will be particularly so for July. The gain in circulation represents for May and June 33 1-3 per cent. advance in advertising value. Also the class of public reached through MACLEAN'S is the choicest possible—individuals and families of maximum purchasing power and most potent influence.

Time yet to get into the June issue. And every strong Canadian firm doing national business should be in the commemorative July issue.

Reserve space now.

The MacLean Publishing Co. Ltd.

143-153 University Avenue, Toronto, Canada.

at this price." For instance: in watches, have we not the Waltham, the Howard and the Ingersoll? Or in cigarettes, have we not Tuckett's, Sweet Caps and Old Gold?

It would, therefore, seem indubitibly unwise to destroy what has had, and should continue to have, a very stabilizing and energizing effect on business, and an assurance of fairness to the public.

AN INVALUABLE ASSET

HERE is a little incident that may be helpful to any still Thomasing with the old, old question: "Does Advertising Pay."

A few days ago, a certain citizen of Toronto was in dire and immediate need of the services of an oil heater: one of those little businesses you can pick up and carry around by the handle from cellar to garret.

Away back in his sub-consciousness were the impressions of constantly appearing advertisements of just such an article. He knew nothing whatever about oil heaters except that they brought warmth and comfort to cold corners, but he felt confident and satisfied that this particular advertised heater would supply his requirement. He proceeded to purchase one.

The first dealer he visited informed him he was completely out of the Blank Heater, but had a consignment on the way and could let him have one in a few days.

The best time in which the second dealer could promise filling the order was one week. The third didn't carry heaters at all.

The fourth dealer visited was also completely sold out and would not be supplied for several days. However, he had another unknown and unadvertised oil heater, that would serve the purpose, particularly as the customer required one at once.

To all appearances it was exactly like the Blank. It was strong and serviceable looking. The wick affair looked like a good idea, and its operating rod worked conveniently. It also had a plate on the top for boiling a little water. And yes, sure enough, there was the handle for carrying it around. What is more, the price was 50 cents less than the Blank.

One would think that here the chapter ends. But no. At the present writing the man is still without the use and comfort of an oil heater. He is content to wait his week, or month, if necessary, to obtain the article he *knows* will satisfy him. Away back in his head there is something against which the most persuasive dealer's talk is of no avail; for confidence in an article, a trade mark and a name knows no counter-argument.

And the simple doorway to such an invaluable asset is constant and consistent advertising.

The Daily Mail

Fastest Growing Newspaper in Montreal

The Daily Mail, now in its fourth year, has a circulation exceeding that of any other morning newspaper, French or English in its field.

On all new contracts the advertiser is given a guarantee of a net paid circulation of

30,000 Copies

pro rata refund for any circulation shortage as shown by reports of the Audit Bureau of Circulations.

AGENCIES:

LONDON, ENG. ..... Dorland Advertising Agency, 3 Regent St. S.W.
NEW YORK ..... Verree & Conklin, Inc., Brunswick Bank Bldg.
CHICAGO ..... I. S. Wallis & Son, First National Bank Bldg.
TORONTO ..... F. W. Thompson, Room 56, Mail Bldg.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL

Branch Canadian Newspapers Ltd.,
EDMONTON, ALTA.

For Profitable Advertising
Use the

Calgary Daily Herald

Goes into 90% of the homes in the City of Calgary. Circulation largest in Alberta. Certified by A.B.C.

The

Calgary Weekly Herald

The farmers' own paper. The high price of wheat and farm produce has made the farming community of Southern Alberta the most prosperous in the west.

Are you getting your full share of the Farmers' Business?

Write for rates and circulation statements.

THE HERALD, CALGARY

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

"FRATERNIZE YOUR IDEAS" SAYS L. R. GREENE

President of the Association of Canadian Advertisers—A Believer in the Get-Together Idea—Himself a Man Who Has Risen by the Force of His Own Ideas and Appreciates the Value of Organization

"IT is as clear to me as daylight," says L. R. Greene, sales and advertising manager of The Tuckett Tobacco Co., Hamilton, Ont., and President of the Association of Canadian Advertisers, "that the advertisers of Canada should organize, and as a body, co-operate with the other advertising interests for the elimination of dishonest practices and evils which have crept into the advertising field, and so work for the benefit of all concerned."

"There are great advantages in getting together for the frank exchange of ideas, the studying of sales and advertising problems, with the aim of increasing the efficiency of our business organizations."

Mr. Greene, himself knows the value and importance of the helpful idea. In fact, it is probably his propensity for passing on the helpful thought or plan that is largely responsible for the success he has attained in his adopted line, and the high regard and respect in which he is held by those who come in contact with him and fortunate to be his co-workers.

It was in 1898 that young Greene, after an apprenticeship of five years in the retail hardware line, was initiated into big business through accepting a minor position with the Sherwin-Williams Co., then opening a Toronto office. The ability to see opportunities and the will to act on it seems to be typically Greene.

If genius is the capacity for hard work, then Greene undoubtedly has a large portion laid down to his credit. It was the old question of how to utilize spare time, that confronted young Greene in those first days with the Sherwin-Williams people. And he answered it to his lasting advantage by taking up studies with night classes then available in Toronto. He also attended the classes of the Ontario Society of Artists, then located over the old Princess Theatre, and which training has served to establish his clear-cut ideas of art and design as applied to advertising.

At this advantageous juncture in Greene's career, the Toronto office of the Sherwin-Williams Co. were about to launch an advertising campaign. Mr. Greene prepared a rough skeleton of a plan which was submitted to the head office in Cleveland for final O.K. The plan made so favorable an impression that the head office offered him a position in its advertising department.

Here the scene shifts to Cleveland, Ohio.

The company just then were starting on an era of tremendous

ONE-TENTH OF

CANADA'S WHEAT CROP

In 1915 and 1916 was grown on the

LETHBRIDGE DIVISION OF THE C.P.R.

You can reach these wheat growers through the only daily in the district, the

LETHBRIDGE HERALD

Highest Grade

ELECTROS AND STEREOS

PROMPT and EFFICIENT SERVICE

The Rapid Electrotype & Stereotype Co. Limited

229 Richmond St. W.
TORONTO
Telephone Ade. 16

BUSINESS
IS GOOD IN
KITCHENER

Personal interviews with leading business men confirm the impression that manufacturing and commercial business never was more brisk, or money being spent so freely as this Spring. Advertisers who wish to share in this prosperity use

THE
News-Record
(Member A.B.C.)

USE
THE REGINA
MORNING LEADER
TO COVER
SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:

TORONTO—E. J. Guy, 302 Royal Bank Building.

MONTREAL—R. Bruce Owen, 123 St. Peter Street.

development. Mr. Greene had the necessary foundation to progress with growing conditions. In the space of a few short years he stepped from clerk in the head office advertising department to assistant to the manager, then to superintendent of the printing, binding and sampling departments, and, finally, to the much-coveted position of advertising manager.

Five years ago, when the Canadian end of the business was being re-organized, Mr. Greene moved to Montreal to take charge of advertising and special sales work. Two years later he left the company he had been with since his apprenticeship to accept his present position as general sales and advertising manager of The Tuckett Tobacco Co., Limited, Hamilton, Ont.

Always actively interested in the work of the advertising clubs, Mr. Greene served on executives of the Cleveland Ad Club for several years, was a director of the Association of National Advertisers for two years, and was a president of the Montreal Publicity Club during his two-year stay in that city. It therefore seems natural and logical that Mr. Greene should recognize the advantage of membership in the Association of Canadian Advertisers and that this Association should so early in its history write him down as president for 1917.

"The war has taught us the tremendous value of organization." says Mr. Greene. "As a nation, we have a wonderful future ahead of us. We can never grow up to it unless we get together in a friendly and co-operative spirit, and work for the best interests of all. We must realize that when our next big era of development commences, Canada will be a very attractive field for the foreign manufacturer.

"Unless we organize now and prepare to meet these new conditions Canadian business enterprises will not be able to hold their own. A man who is so busy with his own affairs that he cannot leave his desk to meet other men for the purpose of discussing business problems common to all, will soon lose his perspective and sink deeply into the rut."

Are you planning to attend the Ad Club's Convention, in St. Louis, June 3rd to 7th?

Get matters arranged at once.

WINDSOR is progressing more rapidly than any of the smaller cities of Canada.

Population now, with invirons, 37,000.

The

Evening Record

is the only Canadian daily within 50 miles.

Circulation 9,500

Rates (Plate) 1,000 lines, 3c.
5,000 lines, 1¾c.
10,000 lines, 1½c.

JOHN A. McKAY,
Publisher

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

DON'T let a dollar stand between you and the possession of the livest thoughts, ideas and latest news of advertising in Canada. Send through your dollar for twelve monthly issues to-day.

Economic Advertising
Mail Bldg., Toronto

FAKES, HOLDUPS AND STEALS

Epidemic of Highwayman Practices in Advertising Sweeping Over Dominion—High Time Ad Club Vigilence Committees Awoke to Their Responsibilities and the Peril of the Present Situation

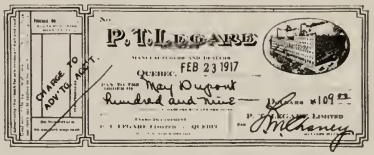
EVIDENTLY there are many more than the oft-quoted P. T. Barnum who work on the theory that, "There's a sucker born every minute." The newer type of piratical humbug may be more numerous. His offering may possess even more apparent virtue. But the public—yes, and advertising—may well be thankful that, in ability to put it across, present day apostles still fall short of the mark attained by the famous lord of the sawdust ring.

So numerous have been the fraudulent, near-fraudulent and ultra-fraudulent advertising schemes lately foisted on the Canadian public that the aggregation well-nigh approaches the proportions of an epidemic.

CHEQUES FLY FREELY IN SHERBROOKE

Lately a retail piano house in Sherbrooke, Que., put on a sales scheme which on first hearing appears suspicious enough, but on further investigation makes clear the position the local press and council, or the Government, should have taken in the matter.

Last December, or earlier, some smooth promoter, supposedly from the States, walked into the offices of P. T. Legare, Limited, the big retailers of Sherbrooke, Que. He had under his arm a proposition, already copyrighted three years previous, whereby this firm could make a quick and thumping clean-up in piano sales. Submitted and accepted, the proposition was to enlighten the people of Sherbrooke, and vicinity with the fact that most piano houses spend enormous



Free cheques were distributed broadcast throughout Sherbrooke and vicinity

sums of money in various forms of advertising, which, this firm claims "must be paid *ultimately* by the people who buy the instruments."

"If one dealer can afford to spend a certain sum in order to sell a given number of pianos by giving cash to magazines, billposting companies, etc., why cannot we afford to give the same amount in credits to the purchaser, if it will accomplish the same result?"

And therewith they proceeded to furnish the public (oh! yes, through paid-for newspaper space) a simple guessing contest, all successful contestants to which would receive a cheque ranging in value from $75.00 to $125.00, to be ac-

cepted by them as part payment on the purchase price of a new piano. They freely admit they received *thousands* of replies.

MARVELOUS PHILANTHROPY

They even go so far as to disclose the amount of money piano retailers squander on advertising, and thereby how much they themselves are prepared to sacrifice for their customers' benefit.

At a previous sale, so the literature says, one salesmans old fifty pianos in one week. There is no information as to how many salesmen were employed at this last sale, but conservatively estimated at three, for so large a firm, and so important a sale, the total number of pianos sold should be 150 a week, according to admitted records.

Operations were commenced some time last December and on February 23rd, they were still issuing cheques. Supposing the sale covered a period of only eight weeks, P. T. Legare, Limited, should have disposed of 1,200 pianos.

Now, they ask the question: "How can other dealers afford to spend *more* for one item of advertising than the total amount of our credit drafts during the entire sale?"

Basing the amount of the average free cheque or credit draft at $100.00, other individual dealers apparently spend in excess of $120,000.00 on advertising—the amount which this firm was presumably prepared to forego during this sale for the benefit of its customers.

Only $120,000.00.

But P. T. Legare, Limited, excel in generosity. Over and above the free cheques they distributed among contestants, they gave away, absolutely free, at least one brand new piano. More than that, by making a cash payment of $25.00 contestants would "be given, free, a beautiful seven-jewelled, gold-filled watch, case warranted for ten years." They also credited to out-of-town contestants "train fare to Sherbrooke and return." What is more: included as a post-script on their form letters; "As an extra prize the judges have awarded you a two-year course (100 lessons) by correspondence in the Northwestern School of Music, Milwaukee, Wisconsin, U.S.A."

YES! WHO PAYS?

The point is: If the purchaser "*ultimately*" pays for the advertising carried on by other dealers and makers, then who "*ultimately*" pays for the advertising of this contest placed in all the daily and weekly papers of this concern's sphere of operations? Who pays for the special circular letters, pamphlets and folders issued? Who pays for the clerical work and postage on same? Who pays for the printing and value of the free cheques issued? Who pays for the prize piano given away free? Who pays for the gold watches and the courses of 100 correspondence lessons? Who pays for the railroad fares to Sherbrooke and return?

And without considering any profit to be allowed P. T. Legare, Limited, who pays for the slick promoter's trifling stipend?

$1,000 REWARD

Some shrewd, far-seeing calculator will probably say that all these items are covered by adding them to the original retail prices of the pianos to be sold. Don't be so fool-hardy as to imagine this obvious suspicion was overlooked. In their "1913 copyrighted, all rights reserved" literature they convincingly call your bluff: "$1,000 Reward. Some dealers may possibly say to you that we have raised our regular prices enough to offset the amount of your cheque. We will give YOU One Thousand Dollars if such dealer or person can prove this. Ask him for affidavit and proof."

Naturally, when this sale was brought to the attention of ECONOMIC ADVERTISING the editors made enquiries on this point direct with one of the manufacturers whose pianos this firm was quoting. What we learned would provide most interesting and valuable reading.

It is now reported that this same "copyrighted" scheme is about to be worked in one or more Ontario cities, presumably by the same able promoter. The Piano Manufacturers' and Retailers' Associations, the Canadian Press Association, and the law concerning fraudulent advertising should make up a rather warm reception committee if such a scheme is ever attempted again either in Ontario or any other province of the Dominion.

BARE FACED THEFT IN WINNIPEG

The theft of advertising copy, designs and ideas is another practise that has been increasing all too rapidly of late to be good for advertising or business. In fact, it is never good.

The advertiser who pays a sum of money for art work, engraving or copy service, whether he has it copyrighted or not, is entitled to consider such work just as much his own personal property as the shirt on his back or the shoes on his feet. The firm or individual who wantonly pilfers such copy or design, or both, is deserving the same kind and gentle consideration meted out to him who puts his hand in another man's pocket, or lays in wait by the wayside.

In the March issue of *Motor Magazine* the Candian Truckford Company published a full page advertisement advertising their one ton truck, popularly known as the Truckford. In this advertisement appeared an illustration of a Truckford, purchased by R. G. Long & Co., Toronto, photographed on Sherbourne street, with the beautiful setting of Allen Gardens behind as a background. This illustration was the property of R. G. Long & Co., and, as a courtesy, loaned to the Canadian Truckford Company, for use in this advertisement.

In the March 31st, issue of Manitoba *Free Press*, reappeared this identical advertisement—copy,

arrangement and illustration—with changes in name, price, signature, and two or three technical points to suit the requirements of Winnipeg Motor Ex-

THE MOTOR MAGAZINE

Truckford

(OVERLOAD CAPACITY 3,000 POUNDS).

Here at Last—One Ton Truck Makes and Saves You Money—Investigate!

The delivery problem is becoming more serious every month. Men are scarce—business is increasing—quick service is imperative. Everywhere horse deliveries are being discarded and one-ton trucks substituted. Watch the streets—see the ever-increasing number of Truckford one-ton trucks at work. Your friends—business neighbors—competitors have made the change. Protect your customers—protect your business—investigate "Truckford."

Truckford Attachment $450.

A Truck Like This For Approximately 9075 According to Body Design.

Made From A Ford Runabout — A Truckford Attachment and Body to Suit.

TORONTO'S FINEST ONE TON TRUCK
H. O. Long & Company the famous "Red Long" Brick Glove and Overall Makers, select "Truckford" in competition with all others.

What "Truckford" Will Do For Your Business

Truckford will take the place of two teams, and do it at a lower initial cost and operating expense.

It will supply prompt, regular, speedy service to your customers, delivering to greater distances.

It will do 30-50 miles a day, every day, and be as fresh and willing at 6 p.m. as at 7 a.m.

It will travel 15 to 25 miles per hour, carrying a ton or more, averaging 15 miles per gallon of gasoline.

It cuts your wages bill in half, eliminating labor troubles. Truck drivers are plentiful.

SPECIFICATIONS.
Capacity—3,000 pounds.
Frame—Pressed steel, reinforced rolled channel section.
Springs—37 x 2½ inches semi-elliptic.
Wheels—32 inches, 3-inch second-growth hickory spokes.
Tires—32 x 3½ inches solid rubber.
Axles—Front, I beam, operating steel.
Spindles—Hardened steel. Drive Gear—Hardened.
Gear Ratio—6 to 1 on direct.
Chain—Pitch Distance, Roller.
Bearings—Timken Roller Bearings.
Wheel Base—126 inches.
Motor—Continuous electric worm reduction.
Steering Gear—¼ to 1½ Ford.

It extends your field of operation, advertising yours as an efficient business house.

It will work for you day in, day out, without loss of time. It is guaranteed. It is repaired quickly, simply and cheaply.

It will solve the serious problem of delivery—adding a thousandfold to your service which your customers demand and appreciate.

You can use your old Ford car—making a complete Truckford one-ton truck coming as low as $725.

Let us show you in plain figures the remarkable low expense at which "Truckford" will work for you. It will quickly pay for itself. A post card or phone call will bring complete particulars. Ask any Ford dealer, or your local garage.

AGENTS—Secure Exclusive Agency for your territory.

Canadian Truckford Company Sole Canadian Distributors
FORMERLY NATIONAL TRUCK AND TRACTOR CO.
Hamilton Agent—Sherman Garage. 32 Toronto St. Phones Main 2935-2940. TORONTO, ONT.

The Original Truckford ad—

change, distributors of the Brant-Ford, evidently a similar article.

Under the illustration in the original Truckford advertisement appeared the title: "*Toronto's* Finest One-Ton Truck." This was very appropriate for, as explained above, the picture showed a Truckford in actual use on Toronto streets. In the Winnipeg advertisement, where the same illustration appeared, the title was changed to: "*Winnipeg's* Finest One-Ton Truck." Such an inconsistency in location, however, was apparently of no particular importance in the opinion of the Winnipeg Motor Exchange, but they considered it advisable to remove or paint out the sign of R. G. Long & Co., which appeared on the side of the truck in the original advertisement.

Nor did they get away with such a bare-faced, brazen swipe; not with the Truckford people. The Canadian Truckford Company have entered action against the Winnipeg Motor Exchange for the wrongful use of their advertising matter, and particularly the half-tone illustration of the truck, property of R. G. Long & Co. Trial is expected shortly.

AUTO KNITTER MISREPRESENTED

Quite a number of newspapers have been publishing for some

BRANT-FORD

(OVERLOAD CAPACITY OF 2,000 POUNDS.)

Here at Last--One-Ton Truck Makes and Saves You Money--Investigate!

The delivery problem is becoming more serious every month. Men are scarce—business is increasing—quick service is imperative. Everywhere horse deliveries are being discarded and one ton trucks substituted. Watch the streets—see the ever-increasing number of trucks at work. Your friends—business neighbors—competitors—have made the change. Protect your customers—protect your business—investigate Brant-Ford.

Brant-Ford Attachment $460 f.o.b. Winnipeg

A Truck Like This for Approximately $975.00 According to Body Design.

Made From a Ford Runabout--A Brant-Ford Attachment and Body to Suit.

WINNIPEG'S FINEST ONE-TON TRUCK
Long Bros., Winnipeg (Wholesale Grocers), Select "Brant-Ford" in Competition with All Others.

What "Brant-ford" Will Do for Your Business

Brant-ford will take the place of two teams, and do it at a lower initial cost and operating expense.

It will do 30 to 50 miles a day—every day—and be as fresh and willing at 6 p.m. as at 7 a.m.

It will travel 15 to 25 miles per hour, carrying a ton or more, averaging 15 miles per gallon of gasoline.

It cuts your wages bill in half, eliminating labor troubles.

It will work for you day in, day out, without loss of time. It is guaranteed. It is repaired quickly and cheaply.

Let us show you in plain figures the remarkably low expense at which "Brant-ford" will work for you. It will quickly pay for itself. A post card or phone call will bring complete particulars.

AGENTS—Secure Exclusive Agency for Your Territory

WINNIPEG MOTOR EXCHANGE
City Garage--Portage Ave. East. Main 2281-2283

Factory Distributors for Manitoba, Saskatchewan and Alberta.
WINNIPEG

And its stolen counterpart

time now the advertising of the Auto Knitter Hosiery Co., distributors of a machine for knitting socks at home. The proprietor, C. W. Beck, alias Kunan, was

recently accused of misrepresentation, and conspiring to defraud, and has been committed for trial.

Had there not been undue delay in the delivery of a machine to Mrs. E. L. Stalker, of Toronto, the matter probably would not have come out, at least as soon as it has. It seems the complainant paid $40 for the machine, but it was not delivered in accordance with the stipulations made. Ultimately after waiting weeks and Police Court proceedings started, the machine was forwarded.

A woman from Streetsville, had a similar complaint. In this case $25 had been paid on the machine. She had intended to knit socks for soldiers with the machine, but complained it was no good when it arrived. The authorities have record of several cases of the same kind, and intend to put a stop to it.

THE FORD TRACTOR FROST

The National Vigilance Committee of the Associated Clubs have rather successfully put the tack on the much advertised Ford Tractor Company's methods of coaxing the shekels from the hoi polloi and the great unwashed.

This company, located at Minneapolis, Minn., has been seeking to sell stock in a company to manufacture a farm tractor bearing the name of Ford, on the strength of the more or less widely distributed report to the effect that Henry Ford was planning the manufacture of a general utility farm tractor.

In spite of the confusing similarity there is no connection between the Ford Motor Company, of Detroit, Mich., and Ford, Ont., and the Ford Tractor Co., of Minneapolis. With the Minneapolis firm the name Ford is used through the connection of Paul B. Ford, who, early in 1915 was employed by the Andrew's Heating Company, of Minneapolis.

In the company's advertising it was stated that Paul B. Ford, inventor and designer of the Ford Tractor, has devoted years of his life to its study. He nurtured his idea until he found men willing and able to convert his idea into a reality. And yet it has been established that the Ford Tractor was largely constructed by an engineer by the name of Kinkaid, and that Paul B. Ford merely receives certain compensations for the use of his name.

Organized under the laws of the State of Delaware, the company has an authorized capital of $10,000,000, and is alleged to have succeeded to the business of the Ford Tractor Company, of South Dakota. In referring to the change, the president of the present company explained business progressed at so rapid a rate that a larger company with greater facilities was necessary. The Ad Clubs' Committee discovered the fact that the first Ford Tractor Company was in the hands of a receiver at the time the present company was formed.

The investigating committee of the Ad Clubs were informed that from two to five tractors a day were being made. But it was learned from other sources that

at that very time, during a period of three months, only one tractor had been built and nine partially completed.

On the strength of such and other discoveries and facts Canadian publishers have struck out Ford Tractor advertising from their columns.

PRISON TERMS FOR TIRE COMPANY OFFICIALS

Officials of the Double Service Tire & Rubber Company, of Akron, Ohio, placed under arrest last September for fraudulent use of mails, were recently convicted by Federal jury at Cleveland and two sentenced to terms in Atlanta penitentiary, while a third was fined $500 and costs, approximating $3,000.

While it is reported that the operations of this company affected very few Canadians, their claims and methods are worthy of note in view of the many fraudulent schemes that are being propogated at the present time.

The Double Service Tire & Rubber Company, made a tire out of two old ones by stitching them together. The company claimed in its advertising that these tires would give 7,000 miles of service, but users of the tires found these claims to be false. The convicted men received money through the mails in payment for tires ordered and failed to fill the orders or return the money.

They represented to prospective purchasers of stock that eventually each $100 invested in the company might be worth $10,000, and that the capital stock was $250,000 instead of $50,000.

AN ILL-CONSIDERED PROJECT

While the following project is not to be placed in the same category as those above it is of a nature that will undoubtedly work an injustice on many advertisers and prove detrimental to the best interests of legitimate, business-building advertising.

The proposition is a Memorial Album of Canadian Heroes, presumably containing reproductions of photographs and biography of "Canadians who have fought and bled for Canada and the Empire." It is to be published as an "aid in raising of funds for the establishment and maintenance of a Training Farm and Home for returned soldiers, who wish to learn scientific farming, so that they can qualify to take advantage of government land grants and operate them in a practical manner."

It is claimed that the proposition provides suitable work for returned soldiers who are at present, or will be, soliciting advertising at the rate of $100 a page, for which effort they will be rewarded with 15 per cent. commission on all business closed.

In the first place, providing the necessary photographs and information can be procured, it will require an album of considerable dimensions to do justice to the members of all the various regiments and units that have been recruited in Canada and gone overseas.

(*Continued on page 29*)

ADVERTISING A NEW BROOM FROM THE TRADE PRESS VIEW-POINT

Last in a Series of Discussions on "How to Spend $10,000 to Market a New Broom in Ontario," Given Before Toronto Ad Club—By Frank M. Alexander, Advertising Manager of "The Canadian Grocer"

MR. PRESIDENT, directors and shareholders of The Dominion Broom Co., Limited, I unfortunately had not the pleasure of hearing some of the former speakers who I believe were mostly exponents of consumer advertising.

But, I believe, they all agreed that dealer co-operation was advisable and in fact essential to the success of your campaign to put your product on the market.

I will take it for granted that you are convinced that you should spend a part of your appropriation of $10,000 (and not a small part of that) to get the enthusiastic support of the grocers, hardware, and general merchants (not to forget the clerks) not only handling your broom but pushing it.

Solve your distribution problems first.

Let me say a word for dealer influence, as undoubtedly many an advertising campaign has failed because of the apparent disregard of the dealer who after all has the final transaction with the customer.

Although, it may be possible through newspapers, magazines, street cars or billboards to get women asking for your broom, in nine cases out of ten, the merchant will be asked if he can recommend

FRANK M. ALEXANDER

it, and his answer will either kill or make the sale, because she has confidence in what he recommends. She knows him, but she doesn't know you.

It must also be remembered that the broom, though a household necessity, does not occupy as important a place in the home since the advent of carpet sweepers and vacuum cleaners, and in many homes its use is confined to the kitchen or cellar, therefore the

housekeeper isn't going to worry much about what brand of broom she buys, but will leave the matter to the dealer to do the selecting, and if you can convince the merchant that you have a broom that is better value for the money, and has better sweeping and wearing qualities, you will win out.

And remember, you cannot jolt people out of a habit of a lifetime even if you spent the whole $10,000 in consumer advertising. I admit it will all help make sales for your broom, but 75 per cent. of the broom buyers will still call up the merchant and tell him to send a good broom, perhaps specifying weight or price, and leave it to the good judgment of the merchant whom she has been dealing with for years to pick out a satisfactory broom.

And just here let me quote the opinion of one or two prominent grocers who were interviewed on this matter.

Walter Higgins, of R. Higgins & Son. His opinion is that brooms are sold as brooms and not under any particular name. Perhaps 10 per cent. of the people, buying brooms, would stipulate some particular variety. He remembered the Pansy broom, and admitted that there had been some demand for it under this name, and also for a broom called the Queen, these two brooms had sold under their name, but with the mounting price of this article he thought that people were more concerned with the price than with the name of the article.

Mr. Simpson, of F. Simpson & Son, did not believe that the name of a broom had any particular value as a selling agent. It had not been their experience. People stated what kind of a broom they wanted, but in very few occasions did they mention any brand they preferred.

I have other dealer opinions which coincide with these, that I would be glad to leave in the hands of your directors, but these two will suffice to illustrate my point.

Your competitors, which comprise the largest broom manufacturers in Canada, are all using the trade papers, and only one of these has used any other form of general publicity. They have all built up a big business by confining their efforts to securing business from the merchant, knowing that if they get the goods into the store, the merchant will get them out.

In talking this matter over with the president of an advertising agency, he stated that in his opinion a broom was one of the articles that could not be advertised successfully to the consumer, and that it was a trade proposition entirely.

To give an illustration of the power and influence of the dealer. Take the experience of one of your directors, Mr. P. Bellinger, who is also in the clothing business.

Mr. Bellinger, a few years ago, had the exclusive agency in Toronto for a well-known and widely advertised line of clothing, "Semi-Ready." He had occasion to change to "Fashion Craft," a brand then unknown to the public.

What was the result? Mr. Bellinger will back me up when I

say he retained 99 per cent. of his trade, and his business steadily increased. Just a case of his customers having confidence in him to pick out goods of merit no matter what the brand was.

Let me quote from a letter recently received by me from the well-known hosiery house, Chipman-Holton Co., Hamilton, speaking of their "Three Eighties" brand of hosiery for women.

"While we have not done much in the way of advertising this particular line to the consumer, we have, as you are aware, thoroughly impressed this name on the minds of the retail trade throughout the country, until to-day, we very much doubt if there is a retail merchant from coast to coast who is not familiar with the 'Three Eighties' Trade Mark, as we stated in our advertisement this stocking has quite the largest sale of any one style of hosiery in the Dominion."

In a recent address in Chicago, the assistant advertising manager of Armour & Co., made the following statement: "That their greatest difficulty was to 'sell' their own sales force on their advertising, because they depend upon their salesmen to convince the dealers of the desirability of handling Armour's advertised goods. That in furtherance of this work, they spend $50,000 annually for co-operative dealer material. He stated that tests have developed the fact that only 10 per cent. of orders given to dealers over the telephone are for nationally advertised goods, and that only 35 per cent. of the sales over the counter are for nationally advertised or trade-marked goods. Consequently, he said that Armour had to depend upon dealer influence for 55 per cent. of the sales of the Armour products."

This is simply another piece of evidence to prove that the dealer publications cannot be safely overlooked in even the biggest consumer campaign.

Still another from Parsons & Parsons Canadian Co., manufacturers of Kant Krack Collars: "We are in receipt of your circular, 'Are Your Goods Handled or Sold,' also the article headed, 'Ignoring the Retail Merchant.' Beg to advise that the experience of the Parsons & Parsons Canadian Co., has been exactly as stated in your statement. We thoroughly agree with the position taken by the National Drug & Chemical Co. that it is necessary to interest the retail merchant with your article, providing it is worthy of consideration by the public in general throughout Canada. In fact, we consider that our advertising to the trade has been of far greater value to us than any consumer advertising we have ever done. Believing that when you offer and give the trade a satisfactory article and stand back of it in every way, you are bound to obtain results."

Don't misunderstand me, I am strong for consumer advertising at the right time, but I am also firmly convinced through experience that advertising to the dealer

is the first essential, particularly for a new concern.

If you were purposing putting some other commodity on the market my advice to you might be different, but I am considering this matter from the standpoint of marketing a broom.

Convince the dealer that you have an article worth while that he can honestly recommend to his customers, with a fair margin of profit to himself, and your marketing problems are for the most part solved, because after all, the dealer has to sell some manufacturer's goods to make a living, and the up-to-date merchant will sell goods that brings the customer back for more.

Take him into your confidence. Don't try to shoot over him, under him, or through him with consumer advertising ONLY, as the retailer is getting tired of being shot up, and the idea of forcing a dealer to handle any particular line is, I am glad to say, fast becoming a thing of the past.

Now as to the best method of reaching and influencing the merchant and his buying in your direction.

The trade press to-day offers you the most direct and effective medium to take your message to the merchant.

1. Because the wide-awake merchant of to-day not only subscribes for, but reads trade papers. They do not read them for amusement or recreation, but with the idea of obtaining more information about the business they are engaged in.

2. Because the merchant believes in what he sees advertised in his own trade paper, knowing from experience that the reputable business papers will not accept business from any concern that does not give real value.

3. The merchant pays $2.00, $3.00 a year and sometimes more, for the best trade papers in his line, to get information. Information that he and his clerks need, to conduct a profitable and up-to-the-minute business.

Often the market hints and selling methods in one issue are worth many times over the price of a year's subscription.

4. Through the trade press he gets reliable market reports, valuable hints on the probable rise and fall of prices, that guide him in his buying.

5. He is also told the methods that other merchants have found successful information that is not obtainable elsewhere.

6. He is given practical ideas on how to dress the window and decorate the store. This department is often edited by experts in the line.

7. A trade paper is generally read by the merchant in his leisure moments, when he has time to consider and digest the arguments in favor of any one particular line.

8. Your advertisment paves the way for your travelers, makes their work more effective, saves them time introducing your line. Many an order is placed, influenced through an advertisement in a

trade paper, where a traveler has even failed to get a hearing.

AD SERVICE DEPARTMENT

Most of the better class trade papers maintain their own Art and Ad writing departments.

These men are specialists in preparing ads to reach the dealer. They know the retailer and how best to appeal to him, that is their business.

Many a national advertiser got his first start in the trade press, where he sought distribution and dealer co-operation first.

Might say that the advertising agencies are now giving more consideration to this question, as they find clients demand it.

COST

Now as to the cost of a campaign covering one year to reach the dealer through the trade press.

There are six publications in Canada covering the grocery, hardware and general merchants.

A full page in each of these publications for one year would total $2,450, giving you a combined circulation of 21,000. Two of these publications are weeklies, one semi-monthly, the others monthly.

I would suggest that you also spend another $1,000 on effective window trims for the retailer, show cards for his store, and racks for proper display of the brooms in the store.

There is no waste circulation when you use the trade press. Every reader is a buyer of brooms.

In concluding these few remarks, let me take one of Conde Naste's stories to illustrate my point.

In one of the great halls of the Waldorf-Astoria stands a flower booth, so small that its keeper has scarcely room to move about. For this he pays $10,000 a year rent. Two blocks away where fifty times as many people pass, he could hire a store five times as large at half the rent.

Now, why is this stand in the Waldorf worth so much more to him than the store only two blocks away? Simply because the Waldorf itself introduces this tiny florist to a select group of purchasers. Everybody there, who looks at the flowers, can afford to buy, and a large portion do buy generously; while thousands of people who never think of buying an orchid are hurrying down the street two blocks away.

Now the broom manufacturer, just as the flower vendor, can stand on the curb, so to speak, and solicit every miscellaneous passer-by, or he can utilize some means that will automatically sift out for him the never-coulds and never-woulds from the possible buyers. And the trade publications are Waldorfs for the broom manufacturer. These publications are the devices that pick out the broom buyers from the mass that tramp the street.

When you buy space in a periodical of general circulation before taking adequate space in a trade paper, you are taking the store two blocks away; when you buy space in a trade paper, you are getting a Waldorf stand.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

TIMELINESS of idea and action is one of the most valuable qualities an advertiser can utilize. The right word at the right moment is of unquestioned importance in advertising as in social intercourse. In

"The States" Come In !
Now that official action has struck off the fetters of neutrality, our cousins across the Line are free to throw their whole weight into the world's struggle for freedom and humanity.
Unofficially and individually they have already contributed much to the Allied cause—in moral and financial support, in munitions and machinery, and by no means least in those brilliant inventions for which they are famous. The Lewis gun, the Curtis hydroplane, and a wonderful submarine detector are products of their genius which in our hands have done most efficient work by land, air and sea; while the American-invented, Canadian-made Gillette Safety Razor has been a friend indeed to our officers and men on active service everywhere.
Much as men have appreciated the Gillette at home, its real test has come in barracks, billets, trenches and hospitals, and no article of equipment has proved more satisfactory. Those who have returned from the firing line speak with enthusiasm of the convenience—the comfort—the necessity of having a Gillette Safety Razor if the man at the Front is to enjoy a clean and regular shave.
If there is anyone dear to you in Canada or Overseas without a Gillette and a good supply of blades, it's a chance for you to do him a really good turn by completing his equipment

The Top-notch of Timeliness

this respect the recent Gillette Safety Razor ad, entitled "The States Come In!" published all over the country a few hours after Washington declared war on Germany, permits it to stand as a top-notcher of timeliness.

Of course, the idea was worked out long before Washington took definite action. Plates were prepared and shipped to the papers days in advance with instructions to release the moment the United States, inevitable course was actually announced.

The strange part of this little incident in advertising is that apparently no others recognized the opportunity, or at least failed to make use of it. All the more credit to those who conceived the idea, and had the necessary confidence and nerve to carry it to completion.

* * *

It is only within the last half dozen years that insurance companies have taken advertising seriously as an adjunct in business

Figure it out!
SUPPOSE you were going away for six months—with what monthly allowance would you have to provide your family to enable them to pay their monthly bills?
Just pause for a moment and figure it out.
But if you were to die, what then?
Under our Continuous Monthly Income Policy the North American Life will guarantee to pay your wife after your death a continuous monthly income of 10, 25, 50 or 100 Dollars or any intermediate sum as long as she shall live—mark that point, as long as she shall live.
She is saved financial worry or loss
You invest the money for her. Why should you ask her to do it anyway?
The monthly cheque keeps on coming us—without fail
Comfort, support and freedom from financial worry is assured her as long as she shall live
Isn't it worth while?
"Not half what I thought it would cost," said a man the other day.
Monthly Expenses
Rent
Clothes
Food
Servants Wages
Coal & Wood
Gas
Elec. Light
Telephone
Laundry
Doctor Bills
Amusements
Incidental
That's right, the annual outlay is less than you would imagine
Get the figures for your own particular case
Our Service Department will give you these figures for your own information alone
NORTH AMERICAN LIFE ASSURANCE Co.
SOLID AS THE CONTINENT
HEAD OFFICE TORONTO
NORTH AMERICAN LIFE ASSURANCE CO
Service Dept. Toronto, Canada
What annual outlay would I have to make to provide my wife after my death with a monthly income of $ ... as long as she shall live
My age is... My wife's age is...
Name ...
Address ...

Complete, concise and to-the-point

development. During this period the use of space has been increasing consistently in size. Along

with this increase has grown a corresponding appreciation of advertising values and an efficiency of execution. In the short span of a few years insurance advertising, like the mustard plant, has grown from almost nothing into a factor which is shaping the destinies of insurance business.

The North American Life Assurance advertisement is typical of this advancement. Have you noticed how complete and concise and to-the-point is each piece of copy? Other lines of business may well take stock and study of what has been done, and is being done with present-day insurance advertising.

* * *

If boldness of display is a virtue in advertising, the Two-in-One ad wins by a large majority. Unlike many other ads, the boldness is not placed in the border, or in a heading, but in that part where it can do most good for the advertiser —the name of the product.

The use of the newsboy seems unnecessary and somewhat far-fetched. It certainly crowds and reduces a very important part of the copy. Otherwise we have an ad which in proportion, lay-out, and idea is an undoubted winner.

Can one, professionally or otherwise, imagine an advertisement so far removed from its possibilities,

Will YOU Save this Child ?
A gift that means no hardship to you means life itself to a Belgian child ! In the name of humanity GIVE to the
BELGIAN RELIEF FUND
59 ST. PETER STREET, MONTREAL.

A travesty on Canadian generosity

or the dictates of common considerateness, than the recent Belgian Relief Fund advertisement. The bowels of Canadian compassion were sadly constipated to require such strong, repellant purgative. The cure is more abhor-

As arresting as a blow between the eyes

rent than the unjustly, insinuated disease, and the pill, if such it may be called, were administered far better with the customary sugar coating.

Such an advertisement is a travesty on Canadian sympathy;

Screws into the socket
No extra wiring
Benjamin
This picture graphically illustrates the use of the
Benjamin
"92" TWO-WAY PLUG
No trouble to handle—simply screws into the ordinary socket, thus providing two outlets from one socket
It is so simple now to attach the portable lamp which you have wondered before how you could use—or perhaps the toaster, percolator, iron, fan, which you have needed sometimes, but could not use because you wanted your light. It is useful, too, in the Garage, where often an extra light is needed, and can be obtained where it is wanted by the use of a band portable lamp.
Benjamin "92" sells at 90 cents (by mail $1.00) at all dealers in electrical goods.
Buy Benjamin Made-in-Canada Goods
The Benjamin Electric Mfg. Co. of Canada, Limited
11-17 Charlotte St., TORONTO

A jumble of pictures and type

an insult to Canadian generosity. The sacrifice of Canadians in money and food is a matter that will be written in history. Are there no facts or anecdotes of what these sacrifices have accomplished: tales of hearts consoled through hunger appeased; souls that are soothed with bodily comforts, and the human affection that accompanies the fact of remembrance? Then on what sort of vacation has common, ordinary imagination departed?

Enough of the negative.

Give the burdened positive half a chance.

* * *

The broken up arrangement of the Benjamin Electric advertisement neutralizes what would otherwise be a compelling advertisement. Unlike the Two-in-One ad there is no one dominant point or spot with which to attract or

Woodrow
the Hat the King Wears
Made by England's premier hat maker over smart New York blocks
All light weights.
Smartest Shades
Sold by the best shops

Direct and persuasive

hold the eye, and with which lesser important points may be fittingly contrasted. In striving

to hit a number of points at once, it is possible not to hit any with sufficient force to make the impact noticeable.

* * *

The fellow who sits for hours worrying over a piece of copy will do well to study the uncommon influence and persuasiveness of that simple little Woodrow Hat advertisement now appearing in the papers. Without mentioning its few imperfections and trifling shortcomings, there is a directness about this piece of copy that should ensure for it unusual success.

FAKES, HOLDUPS AND STEALS

(*Continued from page 20*)

Secondly: After all preparation, development and publishing expenses have been accounted for, it will probably require anywhere from 2,000 to 5,000 pages of advertising before a sum can be aggregated that would be of any value whatever for such a fund as mentioned above.

Thirdly: Is it not taking an unfair advantage of Canadian business men to send in to them, in many cases, crippled and disabled men with a proposition on which, it will be explained at the time, they are depending for their immediate benefit and livelihood?

Fourthly: What assurance is there of the extent of distribution this album will have and of its value as an advertising medium?

Lastly: If such a fund is for the establishment and maintenance of a Training Farm and Home for returned soldiers, who may wish to learn scientific farming, so that they can qualify to take advantage of government land grants, is not this a matter that, properly, should be left in the hands of and probably will be taken up by the Government?

On the above considerations we believe the Memorial Album of Canadian Heroes is an ill-considered proposition, and does not possess sufficient virtue to warrant its publication.

SOME of the biggest business men in America will appear on the programme of the 13th annual convention of the Associated Advertising Clubs of the World at St. Louis, June 3rd to 7th, according to an announcement by the programme committee.

Among those who have accepted places on the programme are: John H. Patterson, president of the National Cash Register Co.; Hugh Chalmers, president of the Chalmers Motor Co.; Louis K. Liggett, president of the United Drug Co.; Thomas E. Wilson, president of Wilson & Co.; Louis W. Hill, president of the Great Northern Railway; Festus J. Wade, president of the Mercantile Trust Co. (St. Louis); W. L. Saunders, president of the Ingersoll-Rand Co., and vice-chairman of the United States Naval Consulting Board; Charles N. Schwab, of the Bethlehem Steel Co.; John N. Willys, president of the Willys-Overland Co. These men will tell what advertising has done for them by way of lowering their selling costs.

MEN AND MEDIA

WM. M. CHISHOLM, B.S.A., of Lochlomond, N.S., has joined the staff of the Continental Publishing Co., Limited, as advertising manager for the new woman's farm magazine *Rural Canada*.

Born and raised a farmer, Mr. Chisholm secured his secondary education in Halifax, and later took the two year's course at the College of Agriculture, Truro, N.S. From here he went to Guelph for his graduation course in agriculture, at the O.A.C.

For a season he was on the selling staff of Canada Metal Culvert Co., calling on townshipmen and county councillors. Later he was connected with the Ontario Department of Agriculture, as district representative. From his varied experience, Mr. Chisholm should bring to his new work, knowledge and judgment of material value to those who seek their markets among our farm people.

* * *

Geo. J. Webster, formerly of *Town and Country*, New York, and later advertising manager of *Saturday Night*, was recently appointed Eastern manager of *Saturday Night*, with offices at 31 East 17th Street, New York City.

* * *

Beginning with the April issue, *Motor and Sport* changed its name to *Motor in Canada*. The new name is intended to indicate more fully and clearly the purpose of the magazine, as from its inception *Motor and Sport* has been predominantly automobile in character.

* * *

The entire business and property of Victoria, (B.C.) *Times* was recently sold by the executors of the estate of the late Hon. Wm. Templeman to Griffith R. Hughes, of Victoria, for slightly under a quarter of a million dollars cash. While the *Times* will continue as a straight Liberal party newspaper, Mr. Hughes will assume absolute control of the business and dictate its editorial policies.

* * *

W. J. Douglas, managing director of Toronto *Mail and Empire*, has returned from an enjoyable sojourn in South Carolina.

* * *

Charles Robertson, advertising manager of the Presbyterian S. S. Publications, Toronto, recently died. Mr. Robertson was a brother of J. S. Robertson, Toronto Advertising Agent.

* * *

London Ad Club is showing fine enthusiasm in a campaign now on in that city to secure recruits for overseas drafts of the 7th Fusiliers. H. B. Muir, of London *Free Press*, and T. E. Walsh, of London *Advertiser*, are mentioned prominently in connection with the campaign.

* * *

Peter McArthur, journalist, lecturer, and farmer, of Appin, Ont., recently spoke before the Hamilton Ad Club. Mr. McArthur gave a humorous history of

his experiences in running an advertising agency, which he says gave him a desire to get back to the farm.

* * *

United States railroads displayed their great faith in newspaper advertising in the expenditure of almost $300,000.00 during the recent eight-day controversy with their men.

* * *

Col. J. B. MacLean, president of the MacLean Publishing Co., Limited, Toronto, has been south for a holiday.

* * *

B. C. Carroll, recently with Gagnier Advertising Service and formerly with Toronto office of Desbarats Advertising Agency, has recently become associated with *Everywoman's World*. His new work will be in connection with the service and merchandising division of this magazine.

* * *

Le Revil, a French morning newspaper that was launched a couple of years ago in Montreal, under the auspices of the Tramways Interests, recently announced that it will not continue publication.

* * *

The Willys-Overland Co., of Hamilton, recently made the suggestion to the Toronto Ad Club that its delegates to the A.A.C.W. Convention in St. Louis make the trip by motor. The proposal is being considered, although at present there is nothing definite to report.

Above is the portrait of Ernest E. Pond, formerly with the Service Department of Acton Publishing Co., and Stone's Limited, Toronto. He was through the heavy fighting of last year's offensive, and was invalided home after recovery from wounds in head and thigh. Mr. Pond is now back in "civies."

* * *

Lieut.-Col. Jas. D. Clarke has returned from military service to resume his duties as managing director of Galt *Reporter*. John A. Head, who filled Mr. Clarke's position in his absence, has entered the insurance business with the Imperial Life. Mr. Head was formerly connected with Fort William *Times-Journal*.

* * *

It was announced at the recent A.N.P.A. Convention in New York that the Advertising Bureau of the Association has just closed the best term since its creation three years ago. This is the department that carries on the missionary work on behalf of national advertisers in daily newspapers.

Last year it is estimated that the newspapers of United States and Canada carried $75,000,000 dollars

in national business, an increase of $20,000,000 over that of 1915.

The Advertising Bureau of the Association is composed of about three hundred members, representatives of newspapers in the United States and Canada. The work of the Bureau is handled through a Committee of Publishers, with J. F. MacKay, business manager of Toronto *Globe*, as chairman.

* * *

The item which appeared in the previous issue of Economic Advertising reporting the total destruction by fire of the building and plant of *Le Soleil*, Quebec, is apparently erroneous.

The report as received was very much exaggerated and indeed very little damage was done to either building or plant, as *Le Soleil* did not miss a single issue, and the slight damage was quickly repaired.

* * *

"After Breakfast — The *Globe* — The National Habit," is the title of a rather pursuasive piece of advertising literature in the form of a neat little booklet recently issued by Toronto *Globe*. Of course, it is the old, old subject, but handled in such a refreshing, imaginative and highly interesting manner that cannot but leave new ideas and strong impressions in the minds of recipients.

* * *

Montreal *Evening News*, the afternoon edition of Montreal *Daily Mail*, was discontinued April 12th; the *Mail* taking over the country circulation of the *News*.

* * *

The law covering fraudulent use of United States mails was the point on which a North Carolina judge convicted a State newspaper which published and circulated false circulation figures. The judge imposed a fine of $200.00 and costs, and ordered the defendant to file a bond for the carrying out of his agreement to publish actual bona-fide circulation at the head of his paper every issue for one year.

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For reaching the better class of Toronto and suburban homes, The Toronto Daily and Sunday World, on a combination contract, make a particularly attractive proposition. Quality, quantity and reasonableness in price are the predominant features. The latest A. B. C. Audit, giving detailed statements of circulation of both papers, will be gladly sent on application. A postal to the Advertising Department of The Toronto World will bring it to you by return mail.

A Record of Progress

The growth of Canadian Courier circulation has been very rapid—12,000 in April, 1916—20,000 Oct., 1916—31,000 April, 1917. The rate of increase is also becoming greater and the guarantee for 12 months commencing July 1st, 1917, has been increased to

50,000

The advertising manager of one of the largest motor car corporations said to us this month: "One reason why we are using the 'Courier' this year is the rapid and steady increase in its circulation. We want to advertise in the 'up-and-coming' publications. A first-class weekly like Canadian Courier is needed in Canada."

Let us prove to you that we are building a

National Weekly Magazine Circulation

on a sound basis. In addition to this proof we give you a guarantee of a definite quantity of net paid circulation, and can assure you of an excess of 25% over and above our present guarantee, if you commence your copy now.

CANADIAN
COURIER

181 Simcoe St. **TORONTO**

Economic Advertising

A Monthly Magazine of Canadian Advertising

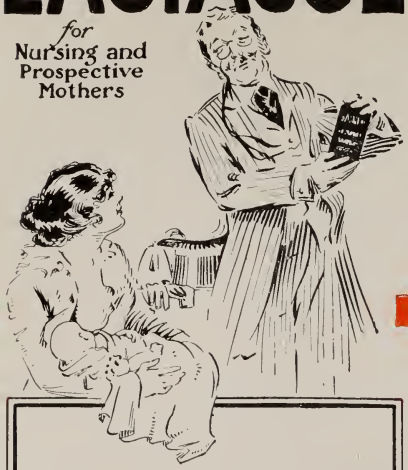
Vol. X Toronto, May, 1917 No. 5

E. M. EMERY, ADVERTISING MANAGER OF THE LAKE OF THE WOODS MILLING CO., MONTREAL

(See Page 11)

LACTAGOL

for
Nursing and
Prospective
Mothers



NO fear of baby's health and robust development now that you have commenced the regular use of LACTAGOL. The full, rich nurse it is bringing means safety to baby from the dangers and disorders of artificial feeding, and to you a steady gaining in strength.

Hospitals and nursing homes, like those of the profession, must avoid the suggestion of risk—and so our loyalty to LACTAGOL. Easy to take. One tin lasts from ten to twenty days.

Regular size, $1.25—3 for $3.50
Small size, 75c—3 for $2.00

LACTAGOL is sold by all good druggists, or can be had direct on receipt of price, delivered free.

R. J. OLD
Sole Agent
418 Parliament St.
Toronto

E. T. Pearson & Co.
Limited
Manufacturers
London, England

"A Good Beginning Makes a Good Ending"

N.P.

IN breaking into new fields, success usually hinges on getting the right point of contact from the start.

Norris-Patterson Limited has had particular success in setting new advertisers squarely upon the right road to profitable merchandising—and in continuing to guide them with growing success.

"It's All In The Service"

Norris-Patterson Limited

Mail Building :-: Toronto

FOURFOLD BIG VALUE

1. Covers It's Field Uniformly!

Fully 15 per cent. or 1 out of every 6.3 English-speaking homes are prepaid subscribers to EVERYWOMAN'S WORLD—a tremendous selling force, distributed uniformly everywhere throughout Canada to a reasonable limit of its field—no lumping, no wasting. Every last detail you can ask for about EVERYWOMAN'S WORLD circulation is given in our 48-page book entitled, "How I Can Cover Canada Efficiently and Economically." (Copies available to advertisers and agencies on request.)

2. A Low Rate!

The rate for advertising is 49.7 per cent. lower in EVERYWOMAN'S WORLD than in the next Canadian magazine in its field! (See Lydiatt's 1917 book, page 14.) Much lower even than the leading Canadian weekly periodical; lower than several leading farm papers! The low rate for advertising in EVERYWOMAN'S WORLD has been made possible because of the high net received from its subscribers who always pay a high proportion of the cost of publication. EVERYWOMAN'S WORLD is now 15 cents a copy, $1.50 per year, by *prepaid* subscription. Not a subscription in arrears!

3. Influences Storekeepers!

Retail storekeepers bulk big in EVERYWOMAN'S WORLD subscription list. Generally they have been the first to head the lists of our subscription correspondents, who, with design on our part, were trained and directed to sell the storekeepers and all leaders in the community first! Now through EVERYWOMAN'S STOREKEEPER we are developing the storekeeper and bringing him to realize that he gets in effect intensive *local* circulation through EVERYWOMAN'S WORLD to from 1 out of every 4 to 1 out of every 7 or 8 of his English-speaking customers.

4. Esteemed By Its Readers!

EVERYWOMAN'S WORLD fits right into the lives of cultured, well-to-do Canadian women—so well that 125,000 buy it, paying the full price in advance. It has made its own place on merit—being original, live and aggressive. It has "soul" and outstanding personality distinctly its own—Canadian, of course, through and through!

CONTINENTAL PUBLISHING CO., Limited
TORONTO - MONTREAL

Agency Men:

ON its editorial side can you suggest anything that will make MacLEAN'S a **better** magazine for Canadians than it is now? Take up the July MacLEAN'S and be as critical as you like—constructively critical, that is.

Let us tell you this: MacLEAN'S readers tell us **over their signatures** that they think MacLEAN'S the very best Magazine published.

Edition for July - 43,000 Copies

A.B.C. Audited

Editorially, MacLEAN'S is superfine. Its circulation corresponds. Subscribers pay cash, full price, **in advance,** and get no premiums. Since the first of the year **we have added** over 5000 circulation to our A.B.C. guarantee. This shows we are on the job—on **your** job.

Advertisers:

TO you we put up the same proposal that we do to the agency men. Beyond this we say: Spend $1,000 or so in MacLEAN'S for a year's campaign (12 insertions). Your advertising in MacLEAN'S puts you on the map or keeps you there; and the price for either result—$1,000 or so—is cheap. No other single medium gives you so much for so little.

Our press run is now 40% in excess of our guarantee for 1917. Rates remain unchanged. So we're giving you pretty good measure in the matter of value for money.

MacLEAN'S MAGAZINE

AGAIN we refer you to the July issue of MacLEAN'S—our Confederation-Jubilee Number. Take it home with you. Read it thoroughly. You'll get real meat—man's meat—in it, and you'll say—"MacLEAN'S has real stuff in it." If you will put every issue of MacLEAN'S in the scales of your judgment, then we know you'll use it more **to get to the kind of** people who subscribe to MacLEAN'S. Note: We'll send you a copy of the July MacLEAN'S if you will ask us to do so.

MacLean Publishing Company, Limited, Toronto, Canada
Also at Montreal, Winnipeg, New York, Chicago, Boston and London, England

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar

Calling Commerce to the Colors

in St. Louis June 3 to 7

MEETING in their Thirteenth Annual Convention, in the City of St. Louis, June 3rd to 7th, the Associated Advertising Clubs of the World propose to devote their energies, experience, and abilities to war-time service.

All business men are invited to attend this important annual conference of the country's most capable advertisers that by such association they may better their commercial methods, partake of the hospitality of St. Louis, and most important of all, "do their bit" in meeting the exigencies of our greatest emergency.

CONVENTION BOARD, ADVERTISING CLUB OF ST. LOUIS
Mercantile Club Building St. Louis, Mo.

Economic Advertising
A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, May, 1917 No. 5

STRAIGHT TALKS

ALL TOGETHER ON TO ST. LOUIS!

UNDER the increasing pressure of war-time conditions it is more and more essential that the machinery of business remain free of friction and be kept oiled up to the highest point of efficiency. Its health and vigor has ever and will continue to be measured by the ability and acumen of its individual members.

The Ad Clubs Convention in St. Louis, June 3rd to 7th, presents to the business and advertising men of Canada the most invigorating "cure" that business knows. Not that we are ill and incapacitated to perform our full function to business. Even healthy men are benefitted by an occasional tonic.

St. Louis will bring us to the hill-top of business, where the air is clear and the light is bright and the view extends to the four points of the compass.

St. Louis will fill our lungs with the tonic air of new ideas.

St. Louis will brighten our way with the search light of clearer perception.

St. Louis will help us scrape off any fossil notions and barnacle practices that may have collected in the exercise of business.

The welfare of the nation and the need of business points to the personal privilege and duty that will exist at St. Louis.

Let all of us who can, shake off the shop dust for a few days, rub shoulders with others' experiences and others' ideas, and do tribute to the welcome that awaits us in Missouri.

ALL TOGETHER ON TO ST. LOUIS!

QUALITY is a vague term, which, applied to Acton printing, expresses the positive capacity of our staff and equipment to give every buyer of printing the very best value for the expenditure he is making.

DESIGNERS
COPY-WRITERS
PRINTERS

WRITE, WIRE OR PHONE

ACTON
Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

WHY THE SPECIAL EDITION?

ONE of the pet hobbies of a great many publishers, according to an authority, is "special" editions. On any provocation or no provocation at all, a "special" number is gotten out, devoted to some particular industry, or locality, or object. The readers do not want it, or ask for it, or look for it. The people for whose "benefit" (?) the "special" is ostensibly produced do not ask for it, or think it necessary. But the publisher knows that it is necessary because he needs the money!

The individual who suffers most on account of "special editions" is the advertiser. To him plausible reasons are given why there is urgent need of a particular "special." It will be "timely"; it will "stir up trade" (for the publisher); it will create comment (often of a sulphurous nature), and it will be of particular interest to the community on account of its increased size, additional text and illustrations—all of which are extremely expensive, etc.

The average "special" edition is simply a mild form of blackmail on the advertiser. He it is who has to pay all the expense of getting it out. He it is who is mulcted in extra rates to pay for the extra circulation that he does not get. He it is, he is cajoled into believing that the "special" will benefit him. And he it is who is told that the readers are yearning for a "special" when, as a matter of fact, its publication is a matter of supreme indifference to them.

Why should the readers prefer the "special" to the regular edition? Usually, if it be of any greater size, the advertisements fill up the extra pages. The reader gains nothing in reading matter. He may gain a great deal more advertising than he wants to wade through. "The special edition is kept for reference." Why? What is there in it to refer to, particularly?

The wise advertiser will have little to do with special editions, or will use discrimination in his patronage of them.—Better by far to leave them all alone and have a cast-iron rule not to go into "specials" at any price. Maintaining this rigidly, and showing no favoritism, he would soon be regarded as an "impossible case," and the result would shortly be a great falling off in the publication of "special editions."

For it is the advertiser who patronizes them, who is responsible for their existence. Some few may be occasionally necessary, or at least have a legitimate reason for appearing, but without the present foolish tendency to patronize the shoal of "specials," they would soon die a natural death, because their publication would be no longer profitable.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL

Branch Canadian Newspapers Ltd.,
EDMONTON, ALTA.

For Profitable Advertising
Use the

Calgary Daily Herald

Goes into 90% of the homes in the City of Calgary. Circulation largest in Alberta. Certified by A.B.C.

The

Calgary Weekly Herald

The farmers' own paper. The high price of wheat and farm produce has made the farming community of Southern Alberta the most prosperous in the west.

Are you getting your full share of the Farmers' Business?

Write for rates and circulation statements.

THE HERALD, CALGARY

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

The Daily Mail

Fastest Growing Newspaper in Montreal

The Daily Mail, now in its fourth year, has a circulation exceeding that of any other morning newspaper, French or English in its field.

On all new contracts the advertiser is given a guarantee of a net paid circulation of

30,000 Copies

pro rata refund for any circulation shortage as shown by reports of the Audit Bureau of Circulations.

AGENCIES:

LONDON, ENG. ..... Dorland Advertising Agency, 3 Regent St. S.W.
NEW YORK ..... Verree & Conklin, Inc., Brunswick Bank Bldg.
CHICAGO ..... I. S. Wallis & Son, First National Bank Bldg.
TORONTO ..... F. W. Thompson, Room 56, Mail Bldg.

EMERY OF "FIVE ROSES"

Being a Little Journey Into the Mental Sanctum Sanctorum of that Interesting Advertising Manager of the Lake of the Woods Milling Co., Montreal, E. M. Emery

WHILE it was business that took me to Montreal, the other day, it was good fortune that brought me to E. M. Emery, advertising manager of The Lake of the Woods Milling Co.

You know, Emery is one of those fine, young fellows that make an unfamiliar town feel just like home. When time permits, you can chat with him by the hour with growing pleasure and interest. In fact, as the moments agreeably tick by you can easily imagine the hard, stiff-backed chair taking on the semblance of leather-cushioned depths, your feet stretch out comfortable-like to meet the bright and blazing fireplace, and one of those favorite brand cigars seems to nestle between your lips.

Friendly fellow, Emery.

Before me now is the picture of himself as you see reproduced on the front cover. I feel proud in its present possession, for it is the only one in captivity. In fact, it became necessary to borrow it from the author of Emery's existence, who, with forgivable maternal anxiety, insists on its speedy return.

You noticed the far-away look in his eye: that glance of prophetic vision. It is a gaze quite characteristic of Emery. Your mind will easily follow it far into the future of the milling business. There you will see with him town, hamlet and metropolis gathered round the kingly fare of a mighty, gold-crusted Five Roses loaf. There you will see revealed Five Roses "the pinnacle of the peak on the summit" of flour advertising.

All this, of course, to him is of the future: accomplishments yet to be realized. For the cold and caustic present he nurses the secret conviction that considerable improvement can still be worked into his plans.

When it comes to an expression of opinion on general advertising, Emery, of Five Roses, is as noncommital as a sphinx. To him too many men criticize with the utmost freedom the selling efforts of others. Such criticism being the freer according to the self-created critic's ignorance of the proposition.

However, under pressure, he was persuaded to emerge from his shell of silence barely long enough to drop the following priceless pearl of wisdom, to wit: that the ideal advertising man of the future will not be an "advertisingman" at all, but simply an executive in each business, who, possessed of an intimate knowledge of his own product and its markets, will use advertising merely as an added member of his well-organized selling staff, subject to all the rules

If, as some maintain, a town is judged by the newspapers it supports, then

The Kitchener News-Record

(Member A.B.C.)

rests upon a secure foundation. The News-Record is essentially a HOME paper. Of its total circulation only 144 daily average is outside its HOME territory.

USE

THE REGINA MORNING LEADER

TO COVER

SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:

TORONTO—E. J. Guy, 302 Royal Bank Building.

MONTREAL—R. Bruce Owen, 123 St. Peter Street.

"Some Southern Alberta Records"

One-tenth of Canada's wheat crop in 1915-16 was grown on the Lethbridge division of the C.P.R.

Eighty-two and a half per cent. of the farm implements sold by Lethbridge dealers in 1916 were paid for in spot cash.

Two hundred and thirteen farm tractors were sold in Lethbridge this season (1917) to date (May 1st) and a number are on order.

Seven hundred and fifteen autos were sold by Lethbridge dealers in 1916. A number of small towns in the district sold upwards of two hundred.

Lethbridge led Canada in percentage of gains in bank clearings, the last two weeks in April, 1917.

The Lethbridge Herald

is the only Daily in this Territory

Weekly Edition also issued

Highest Grade

ELECTROS

AND

STEREOS

PROMPT and EFFICIENT SERVICE

Rapid Electrotype Co. of Canada, Limited

MONTREAL TORONTO WINDSOR

and regulations governing good salesmanship.

From this, he admits, it is a simple corollary that between an efficient sales department and an efficient advertising department, he himself would choose the former —that is, if he couldn't have both.

However trifling the knowledge he professes to possess of others' advertising, the deficiency does not obtain in a consideration of his own advertising aims and methods. Naturally he knows and understands it down to the ground, for his time and effort have been spent entirely in the milling business.

In his advertising, Emery will tell you he aims at several objects outside of "keeping the name before the public." In fact, he considers this merely a "by-product" of his advertising, like goodwill, for instance. His main object is to teach the women of Canada to bake more, to ask more of their flour, to feed their people better, to bake economically and uniformly, to vary their meals, and so on.

In creating or stimulating a popular demand for such a product as flour, or an article where the quality variations are hardly perceptible, there are two things to consider: intrinsic quality and sentimental quality or value. The former can hardly be influenced by advertising proper. He holds to the belief that women buy flour on sentiment, and it is this factor that guides the advertising policy of his firm.

With the idea of service uppermost, says Emery, his company is satisfied to wait for the consumer to reward them for their superficial altruism (which, he admits, is the worst kind of selfishness).

But so certain is he that this is the right idea—in their case, at least—that their only worry for some years past has been the fear of running short of supplies to feed the demand that inevitably follows. This being so, he is satisfied that all considerations of media, copy, lists and so on is the mere enumeration of detail.

After a chat with Emery, of "Five Roses," one feels that advertising in general and Five Roses in particular (to say nothing of oneself) are manifestly bettered by his presence.

Two British soldiers went into a restaurant at Salonika and asked for Turkey and Greece. The waiter said, "I'm sorry, gentlemen, but I can't Servia," whereupon the Tommies cried "Fetch the Bosphorus." When that gentleman arrived and heard the complaint the manager said: "Well, gentlemen, I don't want to Russia, but you can't Roumania." And so the poor Tommies had to go away Hungary.

WINDSOR is progressing more rapidly than any of the smaller cities of Canada.

Population now, with invirons, 37,000.

The

Evening Record

is the only Canadian daily within 50 miles.

Circulation 9,500

Rates (Plate) 1,000 lines, 3c.
5,000 lines, 1¾c.
10,000 lines, 1½c.

JOHN A. McKAY,
Publisher

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

DON'T let a dollar stand between you and the possession of the livest thoughts, ideas and latest news of advertising in Canada. Send through your dollar for twelve monthly issues to-day.

Economic Advertising
Mail Bldg., Toronto

TYPICAL BRITISH ENTERPRISE DISPLAYED IN LACTAGOL ADVERTISING

How E. T. Pearson & Co., Limited, Manufacturing Chemists of London, Eng., Successfully Opened Up and Developed New Markets During War Time

WITHOUT derogatory inference whatsoever as to the business enterprise and courage of any other nation, one must recognize in commercial history and present commercial activities the unmistakable foresight and enterprise of the British manufacturer. The pre-eminence of Great Britain in world affairs is due primarily to just such business enterprise as this.

It may be wondered why so manifestly patent a fact should be mentioned. The answer lies in the still frequent reference to British business as ultra-conservative, slow-moving and too undemonstrative to achieve other than ordinary success in competitive fields. To all intents the British manufacturer is often looked upon as one abiding in a shell and only on rare occasions emerging from his confinement to snatch a crumb of business from the world's commercial table. The progressiveness of United States or German business houses have sometimes been spoken of as affording a fitting contrast.

Such distorted impressions and opinions affect the British manufacturer about as much as water on a duck's back. Whatever his methods, he achieves his end with almost uncanny certainty. To say that he doesn't permit his enterprising spirit and commercial imagination to carry him far enough, is to fail to recognize that characteristic by which British industry has ever been identified: the cultivation of virgin markets.

The venture of E. T. Pearson & Co., Limited, of London, Eng., into the Canadian market, and the logical use of advertising to develop this market, is typical of that enterprise which has made Great Britain the strength and power of world commerce.

It was about three years ago (the first year of the war) that E. T. Pearson & Co. appointed an agent in Toronto to look after their interests in Canada. Though manufacturing an extensive range of proprietary medicines, they decided to lay special stress on the development of one particular line. This line was Lactagol, a tonic to be used by nursing and expectant mothers.

For the first two years the medical profession was circularized, and, as far as possible, by personal solicitation interested in the product to the point of recommending and specifying its use for needful cases. Hospitals and nursing homes were approached and pursuaded to include it as part of their regular stock of supplies. Blanket distribution was taken care of by getting stocks into the

hands of practically every wholesale druggist and jobber in the country. Thus a solid, substantial foundation was laid from which to build the superstructure of extensive consumer-sales.

It was at this juncture that consumer advertising very wisely was commenced.

Just at this time there were many things that might deter a manufacturer from making expenditures for the development of new markets overseas. The case of E. T. Pearson was unlike that of many other manufacturers whose big opportunity came with the war, in that markets were left open through supplies from countries at war being cut off. No such ready-made market awaited this company in the Canadian field. In fact, Canada was unexploited territory as far as concerned products of the nature of Lactagol.

War conditions also by no means presented a favorable aspect. Freight rates and insurance were creeping up. Incoming and outgoing shipping were scarce and uncertain. No one could foretell with even the smallest degree of accuracy what conditions, or combination of conditions, the near future would bring.

Despite the unfavorable aspect of the situation at the time, the decision was made to proceed with development. A modest preliminary campaign was launched covering largely the magazine field.

The nature and use of the article required restrained and careful presentation, while at the same time giving a clear idea of its usefulness and effect. The possible antagonistic attitude of members of the medical profession also must be considered. These difficulties were surmounted largely by copy built up on inference and suggestion, and to the human interest of the illustrations, making it easy for the imagination to determine the precise nature, purpose and effect of the product.

The professional element was worked into copy and illustration with good advantage wherever possible, thereby forestalling active opposition and winning the confidence of the profession as well as strengthening the assurance of the public.

Already results have proven the wisdom of the venture. Sales have increased consistently year by year. During the period of advertising, sales have increased one hundred per cent. over the previous year's high total, and inquiries have been received from all corners and out-of-the-way places of the Dominion. The prospect for the close of the present year is that the increase to date will be greatly augmented.

Undoubtedly it was the soundness of Canada's prosperity, and the excellent possibilities that obtained in the Dominion for such an article, that swung the scale of decision in favor of market promotion.

The basis of Canada's business condition, agriculture, was never

more favorable. Canada's industries were never more productive. Canada's banks never so burdened with deposits. Canada's trade balance never so satisfactory. In fact, per capita, Canada's citizens are the most wealthy in the world.

Only the fringe of Canada's wonderful resources have been touched. Only of late years has Canada appreciably begun to cash in on them. Above all, her people have acquired that practise of generous spending which in itself is a distinct promoter of extensive trade.

It is early yet to say what conditions may or may not arise after peace is declared. But with all the facts before us and with due consideration to possible contingencies, Canada's re-adjustment should be both speedy and satisfactory. To other peoples she will stand as the golden glory of a promised land, inviting them to partake of her riches, while she herself will step out boldly into the stride of world commerce.

The success of E. T. Pearson & Co., Limited, under existent conditions, emphasizes the fact that there is plenty of room in Canada for many of the products of British manufacture, and that such success can readily be achieved by good management and proper merchandising plans.

LACTAGOL
for Nursing and Prospective Mothers
NO, Madam, failing nurse is no reason for misgivings, since LACTAGOL makes breast feeding possible for any mother. The danger comes when artificial feeding is adopted, admitting so much that has gone stomach wrong.
Nature's way is baby's safeguard. Breast-feeding gives him fifteen times greater chance of health. Take LACTAGOL regularly and you'll be surprised how quickly nurse will return in full, rich measure. Easy to take. One tin lasts from ten to twenty days.
Regular size, $1.25—3 for $3.50
Small size, 75c—3 for $2.00
LACTAGOL is sold by good druggists everywhere. If you cannot secure it, send the amount and it will be forwarded at once, delivery free.
R. J. OLD
Sole Agent
416 Parliament St.
Toronto
E. T. Pearson & Co. Limited
Manufacturers
London, England
LACTAGOL
for Nursing and Prospective Mothers
My! what a hungry little man! What appetite! What a big, bright fellow you're growing to be—thanks to LACTAGOL—and the full, rich nurse it has brought mother aplenty. Pity the babe who must live from the bottle. It's hard to tell what germs are breeding—how disease may threaten—when artificial feeding is adopted. Nature's way is baby's safeguard. It gives him fifteen times greater chance of robust health. LACTAGOL makes it possible for any mother to breast-feed her baby. It increases naturally the quantity and enriches the quality though weeks have passed since nurse has failed. Easy to take. One tin lasts from ten to twenty days.
Regular Size, $1.25—3 for $3.50
Small Size, 75c—3 for $2.00
LACTAGOL is sold by good druggists everywhere. If you cannot secure it, send the amount and it will be forwarded at once, delivery free.
R. J. OLD
416 Parliament St.
Toronto
LACTAGOL
for Nursing and Prospective Mothers
YES, Nurse; Doctor was right. LACTAGOL has made a difference already. See how the full, rich nurse it has brought me is telling on baby's strength and daily improvement. And Doctor says he'll have fifteen times greater chances of robust health.
No mother need endanger her babe with the diseases that linger in nursing bottles when LACTAGOL will naturally increase the quantity and enrich the quality of mother's milk though weeks have passed since nurse has failed.
Physicians everywhere recommend LACTAGOL. Nursing Homes use it regularly.
Regular size, $1.25—3 for $3.50
Small size, 75c—3 for $2.00
LACTAGOL is sold by all good druggists, or can be had direct on receipt of price, ex-delivery free.
R. J. OLD
Sole Agent
416 Parliament St.
Toronto
E. T. Pearson & Co. Limited
Manufacturers
London, England

Restraint and human interest characterized the copy, which was made up in six-inch single-column space

COMMITTEE ROUNDS OUT FINE PROGRAMME FOR AD CONVENTION

President Wilson Commends Ad Club Idea—Summary of Addresses and Speakers to the Ad Clubs Convention at St. Louis, June 3rd to 7th

IT is reported that President Wilson has written Herbert S. Houston, President of the A. A. C. of W., strongly commending the convention aims and influence as follows: "May I not congratulate the Associated Advertising Clubs upon their purpose to assist in mobolizing the best thought and promoting greater activity in all lines of business in these times of stress and exigency? It would be of greatest benefit if the convention could be employed to steady business and clear the air of doubt and misgivings, in order to make for greater unity of purpose in winning the great war for democracy and civilization."

The stupendous programme to be offered by the Convention Committee of the A. A. C. of W. offers no possibility of a dry or dragging moment in any of the five days of the convention. The difficulty of the delegates will be in endeavoring to absorb a fair proportion of the excellent educational features to be presented, but the manner in which the several departmentals are scheduled will greatly assist in making this possible.

The inspirational meeting to be held, Sunday afternoon, June 3rd, will this year naturally have a patriotic flavor. United States Senator Hiram W. Johnson, of California, has accepted an invitation extended to him by President Houston and Chairman Lewellyn Pratt, to speak at this meeting. Some sixteen clergymen will also appear in St. Louis pulpits to discuss various phases of the question "Why the Church Should Advertise."

The programme is arranged so that the big general sessions will be held in the mornings, and the inter-departmental meetings in the afternoons which will be open to all delegates.

The list of speakers at the general sessions, and their speeches, include Louis W. Hill, President of the G. N. Ry. Co., who will talk on "The Relation of Publicity and Advertising to National Prosperity; Hugh Chalmers, of the Chalmers Motor Car Co., will discuss "The Relation of the Factory to the Sales Organization"; Thos. E. Wilson, of Wilson & Co., whose topic is "The Guarantee of the Trade-Mark"; G. Harold Powell, President of the California Fruit Growers' Exchange, who speaks on "Educating the People's Appetite"; S. C. Dobbs, of the Cocoa Cola Co., who will tell "How Advertising has Enabled us to Maintain our Retail Price in a Rising Market"; Mrs. Julian Heath, President of the National Housewives' League, who will describe "What the Housewife Thinks About It";

Geo. W. Hopkins, Vice-President of American Chicle Co., who will take as his topic "Is the Question Answered?"—the question meaning, does advertising lower the cost of distribution?

TO DISCUSS CLOSER CLUB CO-OPERATION

At the conference to be held by the A. A. C. of W., secretaries, a discussion will take place on "Closer Co-operation Among the Club Secretaries." There will also be a report of the deliberations of a special committee on Club standardization, appointed by President Houston, by E. H. Roberts, Secretary Cleveland Ad Club. To this will be added many other addresses on Club Management by various well-known club secretaries, including a discussion led by J. A. Houlihan, Secretary San Francisco Ad Club on "Club Meetings and Programmes,"—each secretary to tell how attendance at the meetings is kept up and what is the average.

COMMUNITY ADVERTISING DEPARTMENT

The Community Advertising Department of the National Advertising Commission under A. W. McKeand, presents a list of topics that should draw a large attendance to this departmental.

Among the addresses to be given are the following: "Advertising the Industrial Advantages of a City," by Tampton Aubuchon, Manager Louisville Industrial Foundation, Louisville, Ky., (million dollar factory foundation); "Tourists: How to get there; how to entertain them, and their value to the community," by John B. Carrington, Secretary-Manager Chamber of Commerce, San Antonio, Texas; "The Retailers' Part in Community Building through Community Advertising," by James W. Fisk, Business Systems and Service Department, A. A. C. of W., Indianapolis, Ind.

CONFERENCE OF JUNIOR CLUBS

Geo. French, New York, will be one of the speakers at the Conference of Junior Advertising Clubs on undergraduates' work in advertising. The "Why" of the Junior Movement will be presented by H. J. Smith, Chicago, Ill.; "The Young Man's Prospects in Agency Work," by Paul Hutchinson, St. Louis, Mo.; "Selling White Space: the Copy Writer—the Self-made Man," by Griffin McCarthy, St. Louis, are among the list of addresses for this departmental.

EXPORT CONFERENCE

The Export Conference will be held under the auspices of the Association of National Advertisers at which Walter F. Wyman, export manager of the Carter's Ink Co., Boston, will give an address on "The Value of the Sales Letter in Developing Foreign Business." Steven de Csesznak will speak on "Selling American Goods in Russia." Quite a goodly list of authoratative speakers has been secured for this Export Conference.

DAILY NEWSPAPER DEPARTMENT

Chairman Lafayette Young, Jr., of Des Moines *Capital*, Iowa, President Daily Newspaper Department, has prepared quite a gratifying group of speakers and addresses, including Jos. Pulitzer, Jr., St. Louis, Mo., "Address of Welcome"; "Service for National Advertisers—Does it Pay," by Wm. A. Thomson, Bureau of Advertising A. N. A., of New York; "Clean Advertising Columns Demanded," by Samuel Hopkins Adams, author and special writer for New York *Tribune;* "Eliminating Free Publicity from Newspapers," by Louis Wiley, New York *Times;* "Advertising Canada's Problems Successfully," by John M. Imrie, Manager Canadian Press Association.

FARM PRESS DEPARTMENT

Among the list of addresses for the Farm Press Department are "The Farm Paper Helps Build Business for the Retail Dealer," by Curtis M. Johnson, President of the National Federation of Implement and Vehicle Dealers' Associations; "Subscription Methods —Some of the Evils and How They Affect Us with the Post Office Department," by T. D. Harman, *National Stockman and Farmer*, Pittsburg, Pa.

BUSINESS PRESS DEPARTMENT

Harry Tipper, the *Automobile*, New York, will speak at the Business Press Department on "When and How to Use Business Paper"; "The Copy Factor in Efficient Business Paper Advertising," by Chas. L. Benjamin, Milwaukee, Wis.; "The Economy of Business Paper Advertising," by H. E. Cleland, Service Department McGraw-Hill Publishing Co., New York; "The Kind of Advertising that Lowers the Cost of Adverting," by C. A. Tupper, President International Trade Press, Chicago, are some of the addresses to be given.

DIRECT MAIL ADVERTISING DEPARTMENT

The programme of the Direct Mail Advertising Department is divided into three general subjects: "How Direct Mail Advertising Lowers the Cost of Production," "How Direct Mail Advertising Lowers the Cost of Distribution from Manufacturer to Dealer," "How Direct Mail Advertising Lowers the Cost of Distribution to Ultimate Consumer." Capable speakers have been obtained to offer their views and present their experiences as they relate to the above topics.

PROGRAMME QUITE EXTENSIVE

As suggested by the above list of addresses, and discussions, the programme as prepared by the St. Louis Committee will undoubtedly prove one of the most extensive and timely programmes yet offered the clubs.

In addition to the above departments there will also be departments devoted to General Advertisers, Advertising Agencies, Directory-Publishers, Financial

Advertisers, Advertising Specialty Manufacturers, Religious Press, Retailer Advertising, Film Producers, Poster Advertising Association, Graphic Arts' Association, Association of Employing Lithographers, Magazine Publishers, Advertising Women's Conferences, International Car Advertising League, Theatre Programme Publishers.

In addition to the distribution of official reports, brief talks on various phases of club activities will be made the last day of the convention. The speakers will be Merle Sidener, Chairman of the National Vigilence Committee; or Richard H. Lee, special counsel for the committee; Wm. H. Ingersoll, Chairman of the Committee on Retail Business Systems; Mac Martin, Chairman of the National Research Committee, and others.

As usual, Thursday afternoon will be given up to the election of officers and confirming the selection of the next convention city, made earlier in the week by the Advertising Club presidents at a dinner given them.

WAR SPIRIT WILL INFLUENCE TONE OF ST. LOUIS ADVERTISING CONVENTION

THAT the United States' declaration of war with Germany will have the effect of making the annual convention of advertising clubs at St. Louis, more tense and more effective, is the opinion of Lewellyn E. Pratt, chairman of the National Programme Committee of the Associated Advertising Clubs, and others high up in the Association.

It has been suggested that this is the season of all seasons when business men should be, and are, intensely interested in making advertising and every other phase or department of business just as effective as possible, and the national officers of the association believe those who attend the sessions at St. Louis will be uncommonly keen for information that will make for better advertising and business efficiency.

The convention will, of course, hear and be stirred by, the plans to employ paid advertising to mobilize men and money for the part the United States is to play in the war.

The great inspirational meeting, which will open the convention, on Sunday afternoon, June 3rd, will virtually be a great patriotic gathering, with special music, audience singing, etc. Audience singing, it has been planned, will be a feature of the entire week's programme, and patriotic songs will be largely used.

The advertising exhibit will have an interesting patriotic flavor if Charles Q. Petersen, Chicago, chairman of the National Exhibit Committee, is able to carry out a plan he has to show a complete exhibit of advertising used in England to float the last great war loan. He has cabled John Hart, of London *Opinion*, asking him to supervise the assembling of such an exhibit.

ADVERTISING FAST BECOMING A NECESSARY FUNCTION OF GOVERNMENT

Manager of Canadian Press Association, Inc., Tells Bureau of Advertising of American Newspaper Publishers' Association What Advertising Has Done for the Canadian Government

"IN Canada, as in Great Britain, it has been demonstrated beyond question that the advertising columns of the press can be used effectively in promoting the business of a Government," said John M. Imrie, manager of Canadian Press Association, Inc., in the course of a five-minute talk to the Bureau of Advertising of the American Newspaper Publishers' Association at its annual luncheon recently held in the Waldorf-Astoria Hotel, New York.

"Since the war began the Canadian Government has conducted sixteen distinct advertising campaigns. It is now by far the most extensive general advertiser in Canada. Its advertising appropriations during 1916 exceeded the combined appropriations for that year of any other three Canadian general advertisers. Already in 1917 its advertising expenditure has been almost as large as for the entire twelve months of 1916.

"Canadian Provincial Governments also are using paid advertising space in their work. The Ontario Government has conducted six advertising campaigns. Three campaigns have been put on by the Government of British Columbia. The Alberta Government has just concluded its first campaign. There is good ground for the belief that two other Provincial Governments will become regular advertisers in the very near future.

JOHN M. IMRIE
Manager Canadian Press Association, Inc.

CAMPAIGNS ALL SUCCESSES

"There is indisputable evidence of the success of almost every one of the twenty-six Government advertising campaigns in Canada.

This is of great importance in its relation to the future of Government advertising in Canada. Most of the Government campaigns up to this time have been related in some way to the war, but in all its promotion work with the Governments of Canada the C.P.A. has kept in mind the regular use of educational advertising in connection with problems of peace as well as in times of war. The success of the campaigns in connection with war problems justifies the belief that educational advertising will be used by the Governments of Canada in their work under peace conditions also.

APPLE CAMPAIGN DOUBLES CONSUMPTION

"The first advertising campaign of the Canadian Government in the press of Canada was the Apple Campaign of 1914. Its purpose was to increase the domestic consumption of Canadian apples in order to make up for the loss of foreign markets through the war. The food and other values of the Canadian apple were presented attractively in educational advertisements and a booklet of apple recipes was offered. There were 65,000 individual requests for that booklet, and at the close of the campaign many wholesale apple dealers reported increases in the sale of Canadian apples for domestic consumption of from 200 to 400 per cent.

BIG PRODUCTION CAMPAIGN

"In the early spring of 1915 educational advertising was used to impress upon the farmers of Canada the need of increased agricultural production in view of the war, and to suggest means of meeting that need. The campaign resulted in an increase of over 10 per cent. in the area under cultivation and, in conjunction with good weather conditions, in record yields per acre. The value of Canada's farm production for 1915 was over $300,000,000 in excess of the previous high record. Over 100,000 special bulletins offered in the advertisements were requested by farmers.

WAR LOAN ADVERTISING

"Three domestic war loans have been floated in Canada through educational advertising instead of through the customary method of underwriting. The aggregate amount asked for in these loans was $250,000,000; more than double that amount was subscribed. The underwriting of these loans would have cost $3,000,000. The advertising of the three loans cost about $130,000.

"The need of thrift and savings in view of the war was emphasized in a series of Government advertisements. This series was followed by the advertising of Government war loans, debenture stock and war savings certificates. On March 29th, 1917, the Canadian Minister of Finance, in summarizing the results of the thrift campaign, reported that the savings of the people of Canada during the previous two years had been at least $500,000,000. This amount represented the payments on the

first two war loans, the debenture stock and the war savings certificates plus the net increase in the savings deposits in the chartered banks of Canada. These figures should be considered in conjunction with the fact that the population of Canada is less than 8,000,000.

RAISING PATRIOTIC FUND

"The Ontario Government conducted an advertising campaign in the press of Toronto as an aid in raising Ontario's share of the Canadian Patriotic Fund. About $25,000 was spent in advertising, and the subscriptions received from Toronto and York County alone amounted to $3,500,000. In this connection it is interesting to note that the Canadian Patriotic Fund, which is associated with although not financed, by the Canadian Government, has used paid advertising space extensively in its work of raising by voluntary subscriptions an annual fund of $13,000,000 for the dependents of Canadian soldiers.

MAKING THE BACKYARDS DO THEIR SHARE

" 'A Vegetable Garden for Every Home' is the slogan of two advertising campaigns conducted this spring by the Ontario Government and the Alberta Government respectively. The purpose of these campaigns is to secure the cultivation of backyards and vacant lots in the cities, towns and villages of these two provinces, in order to augment the production of food supplies on the farms. It is too early to estimate the complete results of these campaigns, but it is certain that they will result in thousands of additional vegetable gardens in Ontario and Alberta.

UNLIMITED OPPORTUNITIES FOR APPLICATION

"These few illustrations will serve to suggest the nature and the results of Government advertising in Canada. A start has been made, but it is only a start. There are almost unlimited opportunities for the application of the principles of advertising to the business of a Government. As fast as it is deemed advisable to do so, Canadian Press Association, Inc., is suggesting new applications to the Federal and Provincial Governments, and there is good ground for believing that each succeeding year will witness an extension of the scope of Government advertising in Canada."

The value of advertising is permeating the whole warp and woof of the government departments. Even the Postmaster-General is using it, and in a very novel manner. As part and parcel of the cancellation stamp used for checking mail matter received at the various post offices, he has included a panel which reads: "Help to Win the War—Buy War Savings Certificates." The cost is practically nil, but the influence unusually far-reaching.

Alan R. MacFadyen has become associated with R. Bruce Owens, Montreal, in the representation of out-of-town newspapers.

PROOF THAT ADVERTISING LOWERS SELLING COST

A Triumph of Economical Marketing—A Little Mental Food for Antagonists of Price Maintenance

THE rising cost of living is the great universal hardship of the present day. So great and so many have these rises been that few people stop to realize that there have been any exceptions to the general rule. But the fact is that there have been numerous exceptions and all of these exceptions belong to the same great class—that of nationally advertised goods.

The old idea that the cost of advertising raises prices dies hard. But the business man knows better. He knows that selling goods is costly business—no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large scale, and thus makes selling easier, is bound to reduce selling costs and thus helps to reduce prices.

But evidence is better than argument; facts are better than theories. An immense body of data has been collected from various sources which proves that advertising *does* reduce selling costs and thus tends to reduce the selling price of advertised goods. "The proof of the pudding" is the argument that settles everything.

To present all the evidence, instance by instance, is impossibe within these limits. A few representative cases will suffice.

The makers of a famous photographic camera, when they began advertising twenty-eight years ago, made one camera which took a 2½ inch picture and which sold at $25. To-day they make a far better camera which sells for $10. Another, which took a 4 x 5 picture, sold for $60. To-day they sell a far better one for $20. And so on through the line.

A prominent hat manufacturer has, by means of advertising, reduced his selling cost seven cents per hat. Result—the buyer gets a hat of better quality at no increase in price; this, despite increased cost of raw material and workmanship.

When the manufacturer of a famous breakfast food specialty began advertising, his goods sold at 15 cents a package, To-day the package is 50 per cent. larger and the price has been reduced to 10 cents. Again advertising did it, the same causes producing the same results.

The producer of another well-known food specialty is selling his goods at 25 per cent. less to the wholesale grocery trade than four years ago.

Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette covered box. To-day a stick containing 20 per cent. more soap is

sold in a handsome nickel box at the same price.

Then take the most conspicuous example of them all—the automobile business; and compare the $5,000 or $10,00 cars of ten years ago with the equally good cars of to-day, selling for a fraction of the money.

And so on through a long list. In every case, the manufacturer either has been able to lower the price, or improve the quality at no increase in price.

How has he done it? By means of advertising, which has created demand on a larger scale and thus permitted production and distribution on a large scale. Result—improved manufacturing efficiency and reduced selling costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have fairly doubled the price of the goods.

"A triumph of economical marketing" is the only possible verdict for advertising in the face of these facts.

Just like other kinds of machinery, the engine of progress needs lubrication in order to make it run along smoothly to the station of great accomplishments. It must be oiled with a substance containing the correct ingredients to give the maximum running and the minimum of friction. The oil of business is composed of three main ingredients—Originality, Initiative, Loyalty. With these you can get smooth running and good service.

A business man travelling in Spanish America was about to board a small river steamer, when he asked the engineer, who was leaning against a packing case, what fuel he used. The engineer replied in Spanish, "We burn some wood, some coal, but mostly catalogues of goods made in your country, and printed in a language which we cannot read."

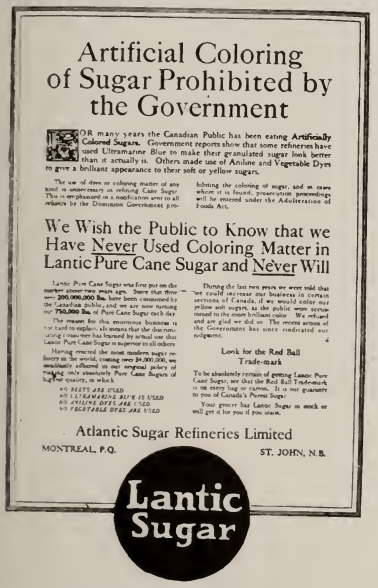
It cannot be too often insisted that the advertising man, who preaches advertising as the panacea cure-all of every business ill, is doing the cause of advertising a great deal of harm, since intelligent business men know that this is not the case, and are consequently predisposed to treat advice coming from such a quarter as unworthy of attention. Many advertising men are prepared to forgive everything to men who show enthusiasm in advocating advertising. We agree that enthusiasm is a great motive power, but we ought always to remember that the enthusiast who goes past his brief and claims too much, brings ridicule not only upon himself, but upon his case. So says Swinborne Sheldrake, and he knows I agree with him.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE lay mind can conceive of no keener advertising disappointment than that resultant from the Lantic Sugar advertisements on the Government's prohibition of the use of coloring in sugar.

One can easily understand the prejudice it created at first sight. One can almost excuse those contemptuous outbursts of the people to bolster up their assurance and


Artificial Coloring of Sugar Prohibited by the Government
FOR many years the Canadian Public has been eating Artificially Colored Sugars. Government reports show that some refineries have used Ultramarine Blue to make their granulated sugar look better than it actually is. Others made use of Aniline and Vegetable Dyes to give a brilliant appearance to their soft or yellow sugars.
The use of dyes or coloring matter of any kind is unnecessary on refining Cane Sugar. This is emphasized in a notification sent to all refiners by the Dominion Government prohibiting the coloring of sugar, and in cases where it is found, prosecution proceedings will be entered under the Adulteration of Foods Act.
We Wish the Public to Know that we Have Never Used Coloring Matter in Lantic Pure Cane Sugar and Never Will
Lantic Pure Cane Sugar was first put on the market about two years ago. Since that time — 200,000,000 lbs. have been consumed by the Canadian public, and we are now turning out 750,000 lbs. of Pure Cane Sugar each day.
The reason for this enormous business is not hard to explain; it means that the discriminating consumer has learned by actual use that Lantic Pure Cane Sugar is superior to all others.
Having erected the most modern sugar refinery in the world, costing over $4,000,000, we immediately adhered to our original policy of making only absolutely Pure Cane Sugars of highest quality, in which
NO BEETS ARE USED
NO ULTRAMARINE BLUE IS USED
NO ANILINE DYES ARE USED
NO VEGETABLE DYES ARE USED
During the last two years we were told that we could increase our business in certain sections of Canada, if we would color our yellow soft sugars, as the public were accustomed to the more brilliant color. We refused and are glad we did so. The recent action of the Government has since vindicated our judgment.
Look for the Red Ball Trade-mark
To be absolutely certain of getting Lantic Pure Cane Sugar, see that the Red Ball Trade-mark is on every bag or carton. It is our guaranty to you of Canada's Purest Sugar.
Your grocer has Lantic Sugar in stock or will get it for you if you insist.
Atlantic Sugar Refineries Limited
MONTREAL, P.Q.
ST. JOHN, N.B.
Lantic Sugar

A sensational sugar "scoop"

confidence: "What Nonsense! The suggestion that I have been eating sugar doped with aniline dyes or ultramarine blue. Wait until my sugar maker speaks."

To-day they are still waiting. The looked-for words of defiance and defense are still unsaid.

Here was an opportunity for sugar refiners, generally and individually, to make clear to a wondering public just where they stood. Their silence leaves an open door to suspicion. And suspicion has a most uncharitable way of shaping its own conclusions, whether they be based on actual facts or mere guesses.

For this reason the sugar dyeing advertisements will probably prove a good "scoop" for Lantic Sugar.

* * *

All the advertising psychologists are one in the claim for the value of human interest in advertising copy. Its value is being demonstrated with unmistakable force in the Adam's California Fruit Gum advertisements now appearing in Canadian dailies. Perhaps no class gets closer to the hearts and sentiments of the general public than the moving picture actors and actresses. The idea of capitalizing this natural interest, and the manner in which it was utilized, are unique and well planned. Actual photographs of moving picture stars were used in conjunction with autograph testimonials, and the utmost in personality and human interest were obtained. The combination produced an appeal that the youngest and eldest alike can appreciate and understand. The California Fruit

campaign also presents a striking example of the strength and force of terseness in advertising copy.

MADE IN CANADA
CHICLE
Adams California Fruit Chewing Gum
OUR OWN PRESSED TUTTI-FRUITI FLAVOR
ADAMS
California Fruit
CHEWING GUM
WITH THE FRUITY FLAVOR
RUTH ROLAND says: Ripe, red cherries and Adams California Fruit Gum I think are equally delicious. I love them both.
Ruth Roland
CANADIAN CHEWING GUM CO. LIMITED

Human interest all can appreciate

From the physical aspects of the campaign many good points may be drawn. Chief among them is the size of space for a product such as gum, some of the ads running up as high as a thousand lines. The proportion given over to illustrative effect is also noteworthy, and the use of "giant screen" half-tone, close cut, presents an excellent and practical suggestion for advertisers seeking the unusual in newspaper illustration.

* * *

The supercilious advertising cynic will probably stand amazed at the spectacle of the effeminite looking young sport taking such pains in the selection of his hosiery during war time, as appears in the Penmans' advertisement. And he will pretty clearly reflect the popular feeling and attitude toward it. The only pity is that the artist did not complete the picture. Through large windows in the background we should have seen a battalion of soldiers parading by, bent on the duty of the hour, and at the corner of the street, a recruiting officer gathering in the young huskies. Then we would have known for sure whether the advertiser intended the advertising to appeal to the people of 1907 or 1917.

* * *

How the housewives of Canada could fail to have Five Roses Tea

Penmans
Hosiery
THE STANDARD OF EXCELLENCE
There's no more economy in makeshift hose than there is in a two-dollar pair of shoes. Penmans' Hosiery is the first choice of discriminating purchasers, because its style is unsurpassed and its wearing qualities unquestioned.
Also makers of Sweater Coats and Underwear
Penmans, Limited
Paris
140

Untimely atmosphere

Biscuits on their supper tables, several times a week, would be almost beyond understanding when one considers the unusually well handled copy that is appearing for Five Roses Flour. There is no opportunity for anyone to go away with the opinion that "flour" is just "flour," and that any kind will do in producing satisfactory baking results. Five Roses copy takes good care of that. The succint argument so subtly worked into pursuasive, hunger-making sentences, wins for Five Roses copy the medal of honor.

* * *

Here and there one comes across an advertisement that conveys its message in a bold, striking manner so that he who runs must read. No one can overlook the Magic Baking Powder advertisement reproduced here. It sticks out and forces itself on the attention wheresoever it may be placed on the advertising page.

Portends busy days for the biscuit tins

Its value lies in the focusing of attention, first, upon the name of the product. This name is clearly associated with a facsimile of the Magic Baking Powder can, both of which are instantaneously seen in connection with the phrase, "Assures successful baking."

Here we have a juxtaposition of ideas that conveys the plain message:—"Magic Baking Powder assures successful baking." And it is an undoubted fact, proved by the experience of many large advertisers, that the reiteration of positive ideas in connection with an advertised article, when those ideas are backed up by a proper quality in the product itself, will achieve certain success.

ASSURES SUCCESSFUL BAKING
MAGIC BAKING POWDER
MAKES THE WHITEST, LIGHTEST
MAGIC BAKING POWDER
CONTAINS NO ALUM
Guaranteed to be made exclusively from the ingredients specified on the label.
Your Grocer sells it. Costs no more than the ordinary kinds.
NO ALUM
E. W. GILLETT CO. LTD.
TORONTO, CANADA
Winnipeg Montreal
MADE IN CANADA

Compels consideration

SHREDDED WHEAT IMITATION RESTRAINED

Decision of United States Federal Court Protects Public from Unfair Substitutes—Affirms Company's Exclusive Right of the Use of the Name Shredded Wheat, and the Manufacturer of Shredded Wheat Biscuit in a Certain Form, Shape, Character and Color

THE United States District Court of Connecticut recently affirmed the exclusive right of the Shredded Wheat Company of Niagara Falls to manufacture Shredded Wheat Biscuit. It also establishes the right of this company to the exclusive use of the words Shredded Wheat.

It is a decision of far-reaching application, and while it is primarily aimed to protect the public from imitations of a product, it establishes the property right of a manufacturer to the goodwill, or consumer demand, built up by years of advertising.

This is a suit growing out of the attempt of some former employees of the Shredded Wheat Company to manufacture an imitation of the product at Batavia, under the name of The Ross Food Company. The suit asked for an injunction to restrain the Batavia concern from making Shredded Wheat Biscuit and was brought in Connecticut for the reason that the first attempt to distribute the product was made by a jobber in that state. The jobber and manufacturer were made co-defendants in the proceeding.

The concern at Batavia not only tried to make a close imitation of the original Shredded Wheat Biscuit, but actually printed a picture of the biscuit made in Niagara Falls on two sides of its carton. The decision of the federal court sustains the Shredded Wheat Company in all its contentions. It is in line with other recent decisions of the higher federal courts, involving the same issue, and clearly indicates the tendency on the part of the courts to protect the right of the manufacturer to the peculiar form, configuration, size and character of his product which has fixed its identity in the public mind. The effect of the decision is also to affirm what manufacturers have long claimed, that the goodwill, reputation and consumer demand built up for a particular, specialized product is real property—more valuable in fact than any tangible property which may be used in the manufacture of the product.

There was no question of patent right or trade-mark involved in this suit. The Shredded Wheat Company claims the exclusive right to manufacture Shredded Wheat Biscuit in a certain form, shape, character and color.

In the language of the court, "the consumer of Shredded Wheat, whether in private homes, boarding houses, or at hotels or restaurants,

only knows the individual biscuit to which he has become accustomed, and never sees the package in which it is offered for sale by the retailer."

The words "Shredded Wheat Biscuit" have come to have a certain definite meaning in the public mind, and the contention was that when a consumer asks for Shredded Wheat Biscuit he has in mind only the product made in Niagara Falls.

The biscuit represents certain standards of nutrition, cleanliness and purity. The Batavia company merely sought to cash in on this reputation and goodwill by attempting to sell an imitation product. To do this it was only necessary to get the co-operation of distributors. If a restaurant would serve the Ross biscuit to a customer who asked for Shredded Wheat Biscuit, or if a retail merchant would sell the Ross biscuit where a consumer asked for Shredded Wheat Biscuit, the distribution of a certain amount of the product was thus assured, but the public would be deceived, and the rights of the manufacturer who had created the demand for the original biscuit were violated.

The court directs that an injunction be issued restraining the Ross Food Company from continuing the manufacture of this biscuit, restraining the jobber from distributing it and assessing the costs against the defendants, the Ross Food Company, and the Connecticut distributor.

CLEVER ADVERTISING

"DID you see ———'s advertisement last week?" was the question put to me by a business man yesterday. We have kindred interests in selling goods, and like to exchange ideas whenever possible. Before I could answer his question he supplemented it with, "Excellent advertisement; one of the best I have ever seen; really clever." "But was it good?" I asked. "Of course it was," came the reply right away. "Am I not telling you it was one of the cleverest advertisments I have ever seen?" "Yes," I repeated, "but was it good?" Clever advertisements are not always good, and good advertisements seldom look clever. A display might strike you as exceedingly attractive, beautifully drawn, and most tastefully set out, but I have known it possible for advertisements to be so clever in conception and drawing that the reader becomes too much absorbed in the beauty that he entirely overlooks the name of the article advertised. Clever advertisements are not what we want; the best advertisement is the one that sells the goods. Get as much art in your display as possible, but never entirely hide the fact that the reason you are advertising is because you want business.—*Impressions.*

The most elementary factor in a successful advertisement is that it tells the truth. But there are some writers of advertisements whose education is too far advanced for them to come down to simple little things like that.

MEN AND MEDIA

REPORTS of the activities of the Toronto Ad Club presented at the annual meeting held May 15th at Hotel Carls-Rite, showed that a very successful year has attended the efforts of this organization.

The election of officers which takes place each year immediately previous to the annual convention of Associated Ad Clubs of the World was attended to at this meeting, and the following men elected: R. S. Coryell, hon. president; R. F. Fitzpatrick, president; Executive: Sydney B. McMichael, Weston Wrigley, Earnest H. Dickinson, Fred. P. Miller, Edward L. Goddard, F. A. Guinivan, Egbert R. Durand, Fred. Booth, W. E. Rice.

* * *

The Association of Canadian Advertisers recently received incorporation at Toronto with the following as provisional directors of the corporation: Wm. M. Mackay, Geo. H. Campbell, Henry E. Mihell, Benjamin H. Bramble, Clifford Elvins, Allan C. Iler, Wm. A. Lydiatt, Joseph R. Kirkpatrick, Harry H. Morris.

* * *

Justus Miller, editor of *Canadian Countryman*, has been appointed Assistant Minister of Agriculture for the Province of Ontario.

* * *

On account of continued ill health, W. R. Davies, for fifty-seven years editor and proprietor of Mitchell, Ont., *Advocate*, has retired. The *Advocate* now passes into the hands of his son, H. D. Davies, who has been associated with his father in the publishing business for the past twenty-five years, and for some time back has filled the position of editor and manager.

* * *

The convention of the International Circulation Managers' Association will be held in Atlanta, June 12th, 13th and 14th.

* * *

Commencing May 1st, Toronto *Globe* increased its street sale price from 1 cent to 2 cents per copy, and its price by mail and delivery from $3.00 to $4.00 a year. There is a probability that other Toronto dailies will follow the *Globe* in this increase.

* * *

The 59th Annual Meeting of Canadian Press Association, Inc., will be held in Central Technical School, Toronto, June 14th and 15th, 1917.

John R. Rathon, editor and publisher of Providence *Journal*, has accepted the invitation to attend the annual meeting. He will give an address on Editorial Night, the general theme of which occasions will be "The Press in the War." During the war, Mr. Rathon has become quite a world figure, and it is said he has sprung more sensations since the war began than any other paper in the world.

* * *

"Truth in Advertising" was made the slogan of a four-page

spread by the Retail Merchants' Association of Regina, Sask., in a recent issue of the Regina *Leader*. Practically every member of the Association participated, and the editorial matter on these pages was handled by the Retail Merchants' executive, being used to describe the aims and objects of the Association. The Regina Merchants' Association has been showing considerable aggression for some time past with a view to more truthful advertising. It is reported that this special boost was very timely and aroused considerable comment among the citizens generally.

* * *

The name of Lieut. W. M. Scanlan, formerly of Montreal *Herald*, Toronto *News*, Regina *Leader* and Ottawa *Journal*, recently appeared in the casualty lists as having died from wounds.

* * *

Toronto *Mail and Empire* has issued in booklet form, detailed statement of circulation, by towns.

* * *

Hew Trill has severed his connection with Toronto *World*, to join the service staff of Gazette Printing Co., Montreal. Mr. Trill's broad advertising and journalistic experience should especially fit him for the particular line of advertising effort with which he is now associating himself.

* * *

Motor Magazine, formerly appealing to both the consumer and trade fields, will now be confined entirely to the consumer field. The publishers, H. Gagnier, Limited, have adopted this change in policy so that a new publication—*Motor Trade*—may be commenced, which will be devoted entirely to the interests of the motor trade. Arrangements will be made for a combination rate in both papers.

* * *

Windsor *Record* may well be proud of the special Silver Jubilee Edition recently issued to commemorate the 25th Anniversary of Windsor becoming a city. It is a 96-page paper, well banked with local advertising. In fact, in addition to the regular national advertising in the daily section, there is upwards of 9,000 inches of local advertising in the issue. It is estimated that if the whole edition was spread out lengthwise it would cover a pathway from Windsor almost to Montreal.

* * *

The Provincial Government of Quebec is now running its first advertising campaign in the newspapers of that province, in which all daily and weekly newspapers are being used in an effort to secure farm help.

* * *

The Dominion Government is launching another and extensive advertising campaign through the National Service Board, summarizing an appeal for thrift from the standpoint of a reduction of waste in every department of Canadian life. One section of the campaign

has already commenced in the farm journals of the West. This appeal is to the farmers to prepare now to till more land in 1918. There will be a special campaign a little later in the farm publications of Eastern Canada. This campaign will have to do with a special phase of production.

* * *

Mr. Robertson Y. MacLean now has charge of the sales division of the advertising department for *Everywoman's World*, relieving Mr. Nixon of this division of his former work, in order that he may have time to devote to his new duties in superintending the editorial work, as well as the direction of advertising on the new Canadian magazine, *Rural Canada for Women*. Mr. MacLean is well known to Canadian advertising men and manufacturers, especially in the hardware line, from his old connection with *Hardware and Metal*. For two years Mr. MacLean was advertising manager for the Green-Joyce Co., the largest departmental store in Columbus, Ohio, from which business he resigned to accept a commission in the C.E.F. Mr. MacLean's father, the late M. Y. MacLean, was well known to all newspaper men in connection with weekly papers in Seaforth and Picton.

* * *

R. A. Pringle, Government Commissioner on the investigation into the news print paper situation in Canada, recently opened a preliminary hearing in Ottawa, at which a general questionnaire was drafted for submission to the paper manufacturers, covering costs, available material, supplies, etc., dating back to 1914.

* * *

John M. Imrie, manager of Canadian Press Association, Inc., is scheduled to speak before the St. Louis Convention, early in June, on how the Governments of Canada are using advertising.

* * *

J. Beverly Robinson, advertising manager of *Canadian Farm*, Toronto, has severed his connection with that publication, to become associated with Toronto *World*.

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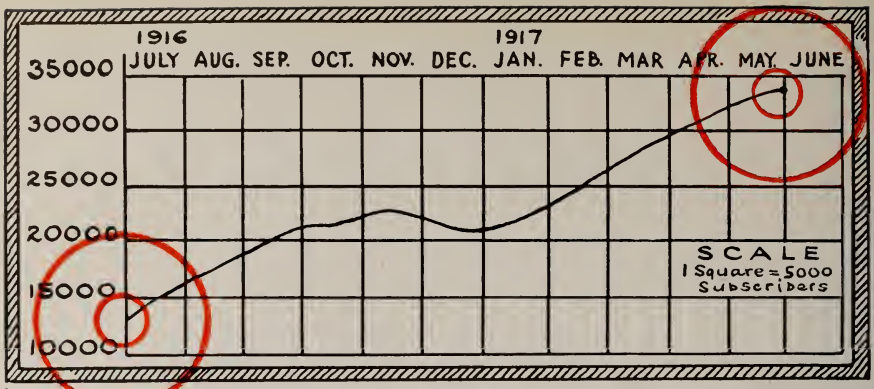
The combined contract covering the Daily and Sunday World gives YOU space in Toronto's brightest morning paper and Ontario's largest weekly paper, at a cost of considerably less than one cent for each ten thousand circulation. Absolutely the best advertising value offered by any Ontario newspaper. Ask your favorite advertising agency to tell you about it.



This Chart shows Circulation Increase since July, 1916

Space bought now to commence before July 1st gives you a rate of 20 cents a line until December 31st, 1917. A glance at the above chart, illustrating the rate at which our circulation is increasing, shows that you will receive an average of between forty and forty-five thousand for a rate that is based on a guarantee of thirty thousand only.

An Average Net Paid Circulation of **50,000** **For the twelve months commencing July 1**

is the guarantee of

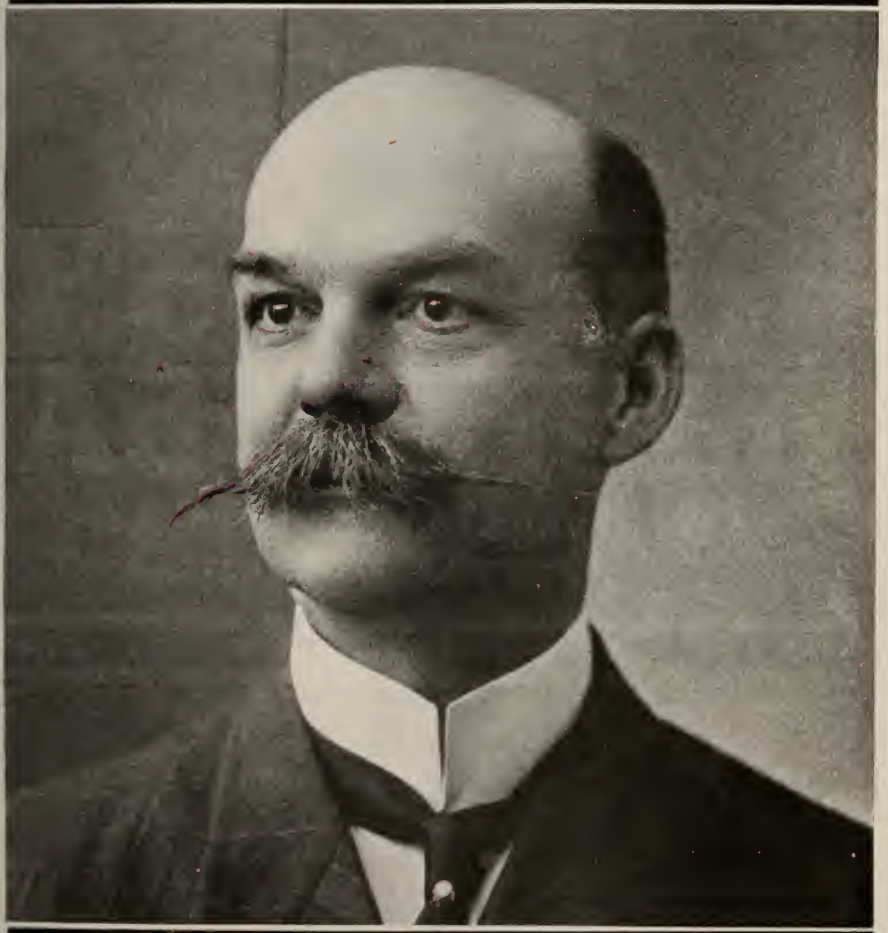
CANADIAN COURIER

181 Simcoe Street **TORONTO**

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, June, 1917 No. 6



P. C. LARKIN, PRESIDENT SALADA TEA COMPANY

(See Page 30)

By the clients we serve we are content to be judged; for the many firms of high standing who entrust us with their advertising business constitute the best possible evidence as to the efficiency of our service. To any firm interested in securing a first-class advertising agency we shall be pleased to furnish a list of our clients.

"IT'S ALL IN THE SERVICE"

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BUILDING

TORONTO, CANADA.

Every Rated Druggist Gets it Complimentary

EVERYWOMAN'S WORLD

Canada's Great Home Magazine

130,000 circulation. One out of every 6.3 of the English speaking homes in Canada.

Rural Canada

FOR WOMEN

50,000 good Canadian farm homes, concentrated in the rich rural districts.

W. B. Morris, Esq., Advertising Manager for "Munsingwear" Underwear, in a letter from him, read at the Ad Club Convention in St. Louis, said:

"The merchant is, and probably always will be, the greatest single factor in the problem of distribution."

Mr. Morris knows; so, in the light of experience, the following letter from Mr. W. J. Carter, of Picton, Past President of the Ontario Retail Hardware Merchants' Association, is most pertinent:

> "We were delighted with the Hardware Dealer Number of EVERYWOMAN'S WORLD issued by you. In no way, to our mind, can the Hardware Manufacturers reach the buying public in such a thorough manner as by advertising in a journal of EVERYWOMAN'S WORLD'S class. Visiting the hundreds of thousands of homes as it does, it works both ways. The Hardware Man sees the ads and is convinced of what the Manufacturer is doing to move his products off the dealer's shelves, and what is more important the thousands of buyers in the homes are educated by the advertising to purchase them. Truly good advertising, properly placed, works wonders for all who use it."

There is no space for sale in EVERYWOMAN'S WORLD STOREKEEPERS. It is purely an extra service carried on at our expense for our advertisers in EVERYWOMAN'S WORLD and RURAL CANADA, covering the Grocery Storekeeper, Druggist Storekeeper and Hardware Storekeeper, winning fullest possible co-operation from these dealers and ensuring that every dollar invested in EVERYWOMAN'S WORLD and RURAL CANADA advertising shall do double work and deliver maximum efficiency for our customers.

CONTINENTAL PUBLISHING CO., Limited

TORONTO — MONTREAL

New York Philadelphia Chicago London, Eng.

What You Want—
When You Want It

Our job printing plant is equipped and manned for just the purpose expressed in the above headline.

Whether your printing needs are for a small folder with all copy and designs supplied by yourself or for a large trade catalog with all designs, copy and cuts to be supplied by us, we are equal to the occasion.

And we are equal to all occasions between these extremes.

Give us a trial and you will experience the highest degree of satisfaction with our service.

PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

In future the advertising rates for ECONOMIC ADVERTISING will be based flat charge of $25.00 per page. Extra for color and position, as follows:

Full page	$25.00	Centre Spread	$50.00
Half page	12.50	Outside Back Cover (two colors)	35.00
Quarter page	6.25	Inside Covers	30.00

Extra Color, per page.....Additional $10.00

The Man from Calgary

JAMES HOSSACK WOODS

Recently Appointed President of Canadian Press Association, Inc., for the Year 1917-18

THE press men of Canada are to be heartily complimented on the astute discrimination which elected James Hossack Woods to their chair of honor for the coming year. If precedent is a practical guide, he will prove one of the most popular presidents ever appointed by that organization.

Never met him? Then life still holds for you one of its most enjoyable experiences. There can be only one "Bert" Woods, and him it is

(*Continued on page 24*)

Economic Advertising
A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, June, 1917 No. 6

STRAIGHT TALKS

A REGRETTABLE RECOMMENDATION

THE recommendation of the Canadian Press Association that its members refuse to accept advertising contracts that contain a clause stipulating the position of the advertising in relation to so-called objectionable advertising can hardly be said to offer a means of developing greater interest and enthusiasm for the publications which may adopt it.

Imagine the proprietor of a well-patronized hotel, upon receiving every evidence that kitchen odors were objectionable to his dinner patrons, insisting that the kitchen doors be kept open, so that his employees may find his kitchen more convenient and comfortable to work in. Not that all kitchen odors are objectionable, nor all patent medicine advertisements. But the fact that a distasteful and harmful condition has been found to exist should be reason enough for at once removing the objectionable feature rather than adopting a measure that is likely to make the situation more irritant.

If the buyer finds safety in definite stipulations, is not he the party to satisfy.

WHAT IS LEGITIMATE NEWS

ON another page of this issue appears an article by Charles W. Stokes, Secretary of the Calgary Ad Club, on "A Plea for the Press Agent," in which Mr. Stokes presents some striking facts regarding so-called reading notices.

Can there be two kinds of legitimate news—news that receives the editorial department's immediate right-of-way, and news which can obtain publication only through the financial compensation of the actual or possible advertiser who may submit it for acceptance?

Capitalize the French Buying Power

This is a factor that you dare not overlook if you would dominate your Canadian Market. One-third of Canada's population—2,225,000—is French, ninety per cent. of which read no other language.

Place your product before these people in an understandable manner at the same time you cover the English-speaking field with your sales promotion.

This Agency is the one organization in Canada that has made a special effort to develop the French field. We also know well the requirements of the English Peoples.

"Ask those we Serve,"
then let us submit our plan.

Berliner Gram-o-phone Co., Limited,	Montreal	Dominion Cartridge Co., Limited,	Montreal
Canada Paint Co., Limited	"	Hudon, Hebert & Co., Limited	"
Canadian Explosives, Limited	"	Palmers Limited	"
Canadian Fairbanks-Morse Co., Ltd.	"	Rock City Tobacco Co., Limited	Quebec
Chaput, Fils & Cie., Limitee	"	Sherwin-Williams Co., of Canada, Limited	
And More than Fifty Others			Montreal

The Canadian Advertising Agency Limited

R. S. Muller, General Manager

Unity Building *Montreal*

Are readers of publications missing much valuable and personally helpful information because of the present censorship of business news?

Are the interest and influence of a publication restricted because of its exclusion, and, on general terms, thereby rendered less valuable as an advertising medium?

These are some of the pertinent questions of fundamental interest to advertisers presented by Mr. Stokes, and which some day must find a definite criterion of practice understood and accepted by all.

This question of what constitutes legitimate news is so broad and far-reaching, and the welfare of advertising so essentially bound up in its solution, Economic Advertising believes advertisers and publishers will do well to find, without any undue delay, a common ground upon which to determine the fair and rightful standard by which they may be guided in future practice.

Has Mr. Stokes touched the logical solution to this perplexing problem?

HANG UP THE PRUNING KNIFE

OUR sincerest sympathy to all advertising managers whose firms apparently consider the present uncommonly good business conditions a signal for effecting a nice saving in advertising expenditure. Their jobs are anything but enviable.

The situation recalls, among many others, the convincing experience of the Pears Soap people on a similar venture in economy.

Some years ago, when the company was being reorganized, the new board of directors were amazed at the enormous sums annually spent on advertising. Confident that the business was solidly established in all desirable fields, it unhesitatingly pared off a 25 per cent. slice from advertising expense, and forthwith leaned back in its chairs satisfied that enlarged dividends undoubtedly would be announced at the end of the year.

Of course, the inevitable happened. With the reduction in advertising came a proportionate reduction in total sales.

But the board's first lesson in advertising economics was not learned in vain. When the question of advertising appropriation came up for the following year it was increased 25 per cent. over and above the original total, with the natural result of proportionate increase in sales.

Slowing up on advertising to save money, is about as logical as slowing up a motor to save gasoline, or as possible as an attempt to keep a piece of machinery running on pre-created momentum.

The Daily Mail

Fastest Growing Newspaper in Montreal

The Daily Mail, now in its fourth year, has a circulation exceeding that of any other morning newspaper, French or English in its field.

On all new contracts the advertiser is given a guarantee of a net paid circulation of

30,000 Copies

pro rata refund for any circulation shortage as shown by reports of the Audit Bureau of Circulations.

AGENCIES:

LONDON, ENG.....Dorland Advertising Agency, 3 Regent St. S.W.
NEW YORK.....Verree & Conklin, Inc., Brunswick Bank Bldg.
CHICAGO.....I. S. Wallis & Son, First National Bank Bldg.
TORONTO.....F. W. Thompson, Room 56, Mail Bldg.

ADVERTISING ADVERTISING.

The Kitchener News Record has a front page article every day urging its thousands of readers to read and heed the newspaper advertising.

This educative campaign makes YOUR advertisement more valuable, because it reaches a receptive clientele.

KITCHENER NEWS RECORD

(Member A.B.C.)

Highest Grade

ELECTROS AND STEREOS

PROMPT and EFFICIENT SERVICE

Rapid Electrotype Co. of Canada, Limited

MONTREAL TORONTO WINDSOR

AD CLUBS ELECT VICE-PRESIDENT FOR CANADA

Wm. C. D'Arcy of St. Louis Elected President of A. A. C. of W.—Wm. G. Rook, President, Canadian Home Journal, Toronto, Elected Vice-President of Sixth District to Act for Ad Clubs' President in Canada—Convention Proves Right of Advertising to Survive as Economical Method of Distribution—San Francisco Gets 1918 Convention

ONE of the most important aspects of that wonderful four days of constant meetings of the thirteenth annual convention of the A. A. C. of W. held in St. Louis, June 3rd to 7th, as it related to Canada and Canadian advertising, was the setting aside of the former executive offices for the adoption of a committee of six vice-presidents to represent six geographical districts.

Wm. G. Rook, President of *Canadian Home Journal*, Toronto, was elected as vice-president of the sixth district whose office it will be to represent and act for the president of the A. A. C. in Canada. This change in administration should have the effect of knitting the clubs of Canada much closer to the parent body, and assist in more effectual co-operation with the programme of the Ad Clubs.

At the final session held on the afternoon of June 7th, Wm. C. D'Arcy, president of the D'Arcy Advertising Agency, St. Louis, was unanimously elected president of the Associated Ad Clubs of the World. With similar unanimity, San Francisco was chosen as the meeting place for the fourteenth annual Convention to be held in 1918.

WM. G. ROOK,
President, *Canadian Home Journal*, Toronto
Elected Vice-President for Canada

The election of the six vice-presidents to represent the six geographical districts was as follows:

1st district, Geo. W. Hopkins, Columbia Phonograph Co., New

"Some Southern Alberta Records"

One-tenth of Canada's wheat crop in 1915-16 was grown on the Lethbridge division of the C.P.R.

Eighty-two and a half per cent. of the farm implements sold by Lethbridge dealers in 1916 were paid for in spot cash.

Two hundred and thirteen farm tractors were sold in Lethbridge this season (1917) to date (May 1st) and a number are on order.

Seven hundred and fifteen autos were sold by Lethbridge dealers in 1916. A number of small towns in the district sold upwards of two hundred.

Lethbridge led Canada in percentage of gains in bank clearings, the last two weeks in April, 1917.

The Lethbridge Herald

is the only Daily in this Territory
Weekly Edition also issued

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL

Branch Canadian Newspapers Ltd.,
EDMONTON, ALTA.

Southern Alberta

Is Not "Marking Time"

No part of Western Canada is more worthily striving to contribute its quota to the national prosperity than is Southern Alberta.
Business was never more thriving than it is to-day.
National advertisers cannot afford to overlook this territory.

The Calgary Herald

ALBERTA'S BIGGEST DAILY

Covers this rich field thoroughly. Largest circulation in the Province. Members of A.B.C.
Write To-day for Rates.

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

York; 2nd district, Chas. W. Mears, advertising manager Winton Motor Carriage Co., Cleveland, O.; 3rd district, E. T. Meredith, publisher, *Successful Farming*, Des Moines; 4th district, Arthur G. Newmyer, advertising manager, New Orleans *Item;* 5th district, G. Harold Powell, general manager, California Fruit Growers' Exchange, Los Angeles; 6th district, Wm. G. Rook, president *Canadian Home Journal*, Toronto. P. S. Florea was re-elected secretary-treasurer.

A great ovation was given the Canadian delegation at the night pagent. The Hamilton, London and Winnipeg Clubs joined in with the Toronto Club, and all appeared in Kilty uniforms accompanied by a band of Kilty pipers. A large banner bearing the title "Canada," and accompanied by a Union Jack and the Stars and Stripes headed the Canadian delegation. Everywhere they were received with loud cheers. As the parade passed the grand stand, everyone arose at the approach of the Canadians and showered them with a thrilling applause. It was a wonderful testimony of the brotherhood of Anglo-Saxons.

In his fine patriotic address at the opening of the convention, United States Senator Hiram W. Johnson, former Governor of California, told how advertising can be made to help in the present crisis.

You of the advertising world, said Mr. Johnson, are pioneers in the development of business, you are in the vanguard of progress,

New President of the Associated Ad Clubs of the World
WILLIAM C. D'ARCY
President D'Arcy Advertising Agency, St. Louis, Mo.

discovering new fields of endeavor and wider possibilities of development. You are in reality the men of business, unafraid, who with unerring interest and intuitive initiative, explore hitherto unknown paths, bringing legitimate business finally into its fullness and fruition.

What service can you render? Closed shops do not pay incomes. Paupers and bankrupts do not leave inheritances to their families. Silent factories do not pay excess profits. You may not have a son to go. You may not go yourself. But you have your opportunity. You must be the sunshine—you must be the creative genius, you

Mr. National Advertiser
Don't Forget

The Eastern Townships

The most prosperous district of Quebec. Twelve rich counties.

The population is 100% Canadian. 75% French Extraction.

The Paper that Covers the Field Thoroughly

LA TRIBUNE
SHERBROOKE, QUE.

Daily Circulation in Excess of **8,000**
Ask for Particulars and Rate Card.

WINDSOR is progressing more rapidly than any of the smaller cities of Canada.

Population now, with invirons, 37,000.

The
Evening Record

is the only Canadian daily within 50 miles.

Circulation 9,500

Rates (Plate) 1,000 lines, 3c.
5,000 lines, 1¾c.
10,000 lines, 1½c.

JOHN A. McKAY,
Publisher

USE
THE REGINA MORNING LEADER
TO COVER
SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:
TORONTO—E. J. Guy, 302 Royal Bank Building.
MONTREAL—R. Bruce Owen, 123 St. Peter Street.

THE
SUREST WAY

to think new thoughts and plan new things is to fill your mind with new ideas. Send through a dollar to-day for a year's subscription to

Economic Advertising

Mail Bldg.
Toronto Ont.

must be the everlasting stimulus of business, that the steady, unbroken flow of gold may be continued, and humanity win the victory. By so doing you will not only write advertisements—you will write history.

Herbert S. Houston, the retiring president, told how the spirit of the great convention was the spirit of democracy. If we should serve, and at the same time continue to grow in a democratic and competitive world, said Mr. Houston, we must serve with the utmost efficiency. To-day the business world challenges advertising as to the character and cost of its service.

If advertising is unable to meet that challenge head-on, and without evasion, it cannot hold its place and grow—indeed, in the long sweep of progress it cannot survive. Unless advertising can justify itself, as the most efficient and economical force in distribution it will be supplanted by some other form. In a "world made safe for democracy," to use the President's great phrase—and the world is going to be made free for democracy—only those forces will survive which can meet the test of free competition and establish their superiority.

Of course, it would be too much to hope that we can in this one convention, stimulating and instructive as it will be, completely establish the place of advertising in distribution. But argument and fact and experience will be brought from the long firing lines of business, that will strengthen our faith, already strong and quicken in us fresh vigor for the work we are doing to make advertising more effective, more dependable, more worthy of the great place it has in the world.

CONVENTION'S KEY-NOTE PROVED BY FACT

There was some criticism as to the appropriateness of the key-note of the convention. "Advertising Lowers the Cost of Distribution." With the markets of the world in an almost constant state of upheaval, some had thought this a poor time to make such a claim. But there were many who affirmed their belief in advertising, not out of any sentimental regard for it, but because it has proven the soundness of its economic basis right in their own businesses. Statements from many manufacturers were received and presented in which they asserted that there has been no increase in the price of their goods to the consumer since August, 1914.

MANY TROPHIES PRESENTED

At the Thursday afternoon session, the Associated Clubs presented Mr. and Mrs. Houston with a handsome case of silver. Lewellyn E. Pratt, Chairman of the Programme Committee, was given a huge silver loving cup by the St. Louis Ad Club. Many other trophies were presented to other clubs, including the Higham cup and medal, both of which went to the New York Club, the latter being won by H. E. Cleland for the best paper read at the convention. In the absence of Mr. Higham, O. J. Gude, of New York, made the presentation.

THUMB-NAIL SKETCHES OF CONVENTION THEMES

Summary of Some of the More Outstanding Addresses Presented to the Convention of the A. A. C. of W. in St. Louis, June 3 to 7

THAT there is every reason for sane business optimism upon an examination of the resources and conditions of the country, is the belief of Lewis W. Hill, of the Great Northern Railway. Although Mr. Hill's remarks in this connection were meant particularly for American manufacturers and business men, they apply with equal force to those of our own country. Mr. Hill says in part:

Is it inopportune to talk of prosperity while the world shakes with the cannonading of rival nations? I think not.

You have a big opportunity today to demonstrate to the world what enlightened publicity can do to further a great cause—the cause of freedom and democracy.

Turn the power of organized publicity loose on the problem of floating our great war-loan bonds, of organizing our war machine, of increasing the production of agricultural and manufactured products. Do it, and the cause of democracy is safe and triumphant.

It would be a poor display of zeal for public welfare to preach a gospel of inertia at a time when this country—in both military and civic branches—has its most tremendous tasks to do.

But if American business cannot weather such a shock and come back stronger than ever, it is a pretty poor quality of business.

What America needs to do is to push on and on—building up—conserving, working — earning — yes, and storing worthily.

In our greater and continued national progress is our protection.

In "business as usual"—*only more so*—lies the welfare of the nation.

What the country needs is not only people who will get down on their knees and pray for their native land if necessary, but people who will get up on their feet and work and fight for it.

I am for optimism. I am for optimists. And you advertising men of the world are our truest business optimists.

Sane economy and elimination of waste are always wise.

But stinting, hoarding—the paralysis of business—mean simply inviting catastrophe; without the slightest reason except ungrounded fear.

And I want to say now with all the force I can put into the statement that the manufacturer or merchandiser who "lays down" at this moment—the commercial crape-hanger—is quite as definitely a non-patriot as the man who refuses to fight.

Right now America needs strength — activity — enterprise

—stick-to-it-iveness—more than ever before in its history.

The prosperous nation *is* the strong nation.

Reduce the nation's resources—suspend production, clog the wheels of manufacture—throw an army of bread-winners out of employment—and you not only sap America's vitality, but you work a positive injury to the individual.

Success is and always will be reciprocal.

If we stop buying, sooner or later, automatically, we cease receiving the means wherewith to buy. That is the law of compensation.

Economic, efficient merchandising and marketing—distribution methods—are vitally necessary at this time.

Advertising activity to-day has a double duty. And I hope one result of this convention will be the acceptance of a double duty representing the advertisers and the advertising men of the country.

The first duty is economic efficiency, in the marketing of whatever we have to offer, presenting our proposition clearly, pleasingly and truthfully.

The second duty is to reflect in our campaign and in every public way possible the right spirit of American business optimism.

All that the business of America needs is confidence—confidence in itself—confidence in its products and markets—confidence in its future.

America's energy, aided by the forces and the agencies which you represent, is equal to the triumphant mastery of present conditions; more than adequate to turn even war into an engine of national growth, and a new and greater national development.

Magazines Pull Well

What is the best answer to the question: What are the magazines accomplishing? asks Stanley B. Resor, president J. Walter Thompson Co., Limited, New York.

Twelve years ago, a manufacturer in the Middle West had 5 per cent. of his output on the product which bore his own name and brand. The balance of his business was under dealers' private labels, and over 30 per cent. of it was sold to jobbers at practically no profit.

Could the product on which the 5 per cent. of the business was done be made to appeal to a greater part of the public?

Could this be carried to the consumer under the maker's own brand and name?

Could it be carried in sufficient volume to enable him to eliminate the unprofitable jobbing business that was simply done to give the necessary volume?

Careful study developed the fact that there were real advantages in this product which the consumer would appreciate and place a value upon.

The manufacturer appropriated the large sum of $4,000 for advertising in magazines.

Inside of four years 60 per cent. of his output was on the branded line, and the jobbing business had

been eliminated entirely. To-day, 90 per cent. is on the branded line and the total volume of business is nearly double what it was at the start.

Every manufacturer in the same business has been forced by the consumer demand for this article to incorporate in his competitive brand the advantages that were featured in the magazine advertising.

A manufacturer of a household commodity in a line of varying grades and prices, who had been doing a very successful business for forty years, developed a superior grade, which, however, did not sell readily to the consumer, because the price was higher and the advantages were evident only after actual use. To the average housewife, the superior grade looked exactly like the cheaper materials.

A name was coined for this product to aid in establishing its identity as a different material, and a new method was invented to mark it.

The manufacturer then appropriated $8,000 to carry the message of his commodity to the housewives from Main to California.

To-day that manufacturer, with a factory double the capacity of the plant at that time, has just bought a plant in another city, which will again more than double the already doubled capacity.

Magazines, and magazines only, in both these cases have built businesses for both manufacturers —businesses which they control over their own names and brands, and this in spite of limited appropriations, and trade conditions which made dealer resistance very great.

If, with these handicaps, magazine advertising can deliver to the manufacturer, as it has delivered in these cases, what can it do where the conditions are favorable?

After three or four years of work, a young manufacturer had, by his own efforts, and that of demonstrators and half a dozen salesmen, gradually succeeded in getting distribution in the larger cities for a new toilet preparation. A year ago it was decided that, instead of continuing this laborious process, where profits were always consumed by the addition of more demonstrators and more men, to curtail the demonstrators and dismiss four of the six salesmen in order to finance an initial advertising campaign of $12,000.

To this young manufacturer, the step was a critical one. It meant a material curtailment of the methods that had built his business. It put squarely up to advertising the task of actually and immediately selling goods on a pay-as-you-go basis. Would advertising deliver?

The $12,000 was spent in the pictorial sections of the metropolitan newspapers, class magazines and fashion quarterlies, during a six months' period. At the end of this six months the business had been increased two and one-half times. On a unit basis of so much advertising per dollar of sale, the appropriation wrote itself for over $50,000 this year, making

possible a correspondingly wider use of magazines.

And with the wider use of magazines, although both salesmen and demonstrators have been practically discontinued, the sales records to date show monthly increases as high as 600 per cent.

More and more is the machinery of distribution acting as a machine. It is to the interest of the maker of every good commodity that this be the case.

So great is the power of magazine advertising that the real problem is to so arrange the other factors of cost that sufficient advertising can be provided for to achieve the full possibilities of the product.

How National Advertising Shapes Local Market Requirements

That the problem for the merchant is to act in harmony with the forces of national advertising and to study all those influences that are shaping the demands of his customers, are the views of Charles Coolidge Parlin, manager of the Division of Commercial Research, Curtis Publishing Co., Philadelphia.

With few exceptions, the merchant lives from one year's end to the other in the same city, and if it be a large city, most merchants live continuously in a single neighborhood. Daily the merchant meets the patrons of his store; almost daily he is asked to contribute to some local enterprise or charity. He comes to feel that on one hand he has mastered the peculiarities of his locality and knows how best to meet the needs of his customers; and on the other hand, he takes pride in the fact that his store is a factor in developing and molding the trade of his community.

Yet outside of his locality and largely beyond his control, influences are at work which determine the maximum volume of business to which he may attain, the types of merchandise he must carry to attain that maximum, and the merchandising methods that are essential to his succeess.

The merchant says, "My community is different: they do not like merchandise thus, they want it so. They do not like red paint; they want blue." In the absence of national education, this often appears to be true, and, guided by their own whims or the whims of their merchants, they call for infinite variety of styles and kinds of merchandise. But when national advertising is applied to the merchandise, these peculiarities quickly give way, and it is found that one kind of merchandise meets the needs of practically all American communities.

This simple fact is fraught with much significance to manufacturer and merchant. The manufacturer who attempts to accommodate himself to this apparent local demand for variety, finds himself swamped in a multiplicity of designs and models.

The influences that to-day determine the character of merchandise to be carried as well as the volume of business possible are

national influences wherever the manufacturer asserts and develops those influences; and the merchant who recognizes the strength of these national tendencies and selects the merchandise in harmony with the national influences which the manufacturer creates, is the one most likely to succeed in the competition.

This is not idle theory, but an intensely practical guide to successful merchandising. In the wealthy residential suburb of a great American city, a man of foreign birth determined to enter the dry goods trade. He felt his inability to judge at the start the merchandise that this community might wish to buy and so, as he tells the story, he made a careful study of the advertising pages of some leading magazines, and wherever he saw a line suitable for his store strongly advertised, he wrote and asked for the agency. To-day he attributes his success to the fact that he used this method of judging his merchandise. That is, in his confessed ignorance of local conditions, he turned to a study of the national influences and thereby founded his business on those great fundamental influences which were molding his and every other community.

It has often been said that a little knowledge is a dangerous thing, and true it is of a merchant that a little knowledge of the peculiarities of his community has often misled him into overlooking those national influences which are slowly but certainly transforming the community to which he sells. In the competition with rival merchants of his community, therefore, other things being equal, that man who makes it a point to carry merchandise backed by national influences is the one most likely to succeed; and wherever in a great city, the entire group of downtown merchants unite in promoting private rather than national brands, the opportunity is given to the suburban department stores, by featuring nationally advertised lines to grow larger and larger. At the same time the department stores in minor cities, as they feature the advertised lines, more and more hold back the trade of their communities from concentrating in the major centres.

Does Editorial Puffery Hurt Advertising

In the United States there is a law which makes it a criminal offence for any editor or publisher printing editorial or other reading matter for which compensation is paid or promised, unless the same is plainly marked "advertisement."

We in Canada have no law that imposes such a requirement, but the effect of the practice upon advertising is just as great as across the line.

Louis Wiley, business manager of New York *Times*, brought this out clearly in his address.

Free publicity is a deception upon the readers of a newspaper. Every newspaper reader has a right to expect that the articles printed in the news columns shall be genuine news. To print advertisements, puffs, statements which

are not news, under the guise of news, unless they are labeled as advertisements as required by law, is deceit. Newspapers which practice imposition of this kind always are punished. Both advertisers and readers lose confidence in and gradually desert such publications.

What is the news? All sorts of things—political, social, religious, financial and commercial.

A distinguished editor, defining news, said "News is the report of whatever acts or events affect the general welfare, or are so characteristic of life as to represent though extraordinary, the possible experience of all."

The best rule for an editor is to treat news as news. If a thing has news value it should be printed, whether or not it helps the advertiser, but it should never be printed as news simply because it helps the advertiser. The tendency of the editor is to shrink from the publication of news matter if he thinks an advertiser is interested in it, but the mere fact that an advertiser has some connection with the news should not hinder its publication. The sole point for the editor to consider is: "Is it of interest to the reader?"

Why should not this matter of notices be reduced to a business basis, conducted rigidly on business principles? If the editor thinks the thing of public interest on its news merit, let him say so; but let the person interested have the decency not to go to him to suggest it. If he does not think this, let the editorial columns contain no reference to it. If a theatrical manager or an opera agent wants to contribute a notice, let him pay for it over the counter, and let it go into the advertising columns. Then, if the attache of the newspaper wants to gó to the theatre or opera, let him pay for his ticket at their box office and go into the seat he pays for.

It has never occurred to a baker to give away his stock, or a butcher to give away an ounce of meat. Do doctors give advice and operations free? Do lawyers pour out their eloquence on an eleemosynary basis? A newspaper, however, is expected by all of these gentlemen to place its columns at their disposal whenever they deem it necessary. Many are the tricks adopted by men to obtain free publicity whose system of ethics does not allow them to pay for it.

There are cases in which advertisers have threatened that unless certain paragraphs were inserted as news no paid advertising would be given. Unfortunately weak-minded publishers have submitted to this sort of blackmail—for it is nothing else—to the detriment of others who will not tolerate it. No self-respecting newspaper man will allow an advertiser to dictate what he shall or shall not print, and he certainly will defy an impertinent individual who threatens loss of patronage unless favors are granted.

It is a sign of distress when a newspaper offers its news columns for advertising. It is also an interesting fact that the newspaper most popular with the publicity

Getting at Dad, The

STUDYING THE FAMILY

Dad

is a businessman—interested in matters pertaining to his business: motor trucks, buildings, heating and lighting systems, office helps, efficiency aids, cash registers and typewriters; interested, also in the things he sells, if he is a distributor of food products, hardware lines, drygoods and men's wear lines, and so on.

Dad

is also a man: he shaves, smokes, goes in for motoring, becomes a connoisseur of tires, lubricants, batteries, and a whole lot else; wears shirts, underwear, collars, ties, clothing, boots, hats; a watch, a fountain pen, and does some travelling; perhaps some fishing; perhaps goes in for billiards; perhaps is fond of gardening.

Dad

writes sizable cheques.

The Mater

is the housekeeper and home-maker and the mother chooses the food, runs the kitchen; looks after health of the family; chooses the silver, has opinions about stoves and home-heating; looks after the cellar and pantry; chooses the furniture and furnishings; looks after her children's clothing; and so on.

The Mater

is a woman, concerned with the problem of keeping herself attractive—by dress and toilet aids; is fond of jewellery and adornment; is responsive to appeals that make her a greater social success.

The Mater

spends quite half of what Dad earns.

Gladys

is a young woman properly regardful for her appearance. Might as well be out of the world as out of the fashion, she says, millinery, fabrics, gloves, footwear, articles of adornment; beauty helps—these things interest GLADYS.

Gladys

goes in for sport and pleasure—tennis, boating, photography, golf. Also she visits a good deal and travels some. Is a great correspondent, and uses fine stationery.

Gladys

helps the Mater more or less in the kitchen and has a right pride in keeping the home attractive. She has a piano, and goes in for culture in some of its many forms. Her bedroom is also a boudoir.

Tom

dresses well. The latest thing in collars, shirts, ties, footwear, and hats Tom affects. Tom likes fine underwear and hose; and evening dress.

Tom

is a man—smokes, shaves, shoots, cycles, plays billiards, dances; goes in for tennis, canoeing, motor-boating; motors a good deal; is an encyclopedia on motor-cars, tires and accessories; is partial to phonographic music.

Tom

spends eight hours a day at his job. Perhaps in an office. He is an executive, and so is attentive to those things that relate to his day's work—ledgers, typewriters, business stationery, selling aids, office supplies.

Tom

buys a good many pounds of confectionery in a year for the Mater and Gladys and numerous others—for his own good reasons.

ater, Gladys and Tom

MULTIPLIED BY 35,000

THIS family of four is typical of all well-to-do families in Canada. It is a family where your proposals or suggestions ought to be in regularly and impressively. MacLean's Magazine puts your proposals and suggestions into 40,000 of such homes, and makes them impressive by association with good reading, and by a lengthened life of 30 days at least.

MacLean's Magazine

(Circulation is A.B.C. Audited)

A family magazine—not just a man's magazine, not just a woman's magazine, but a **family** magazine. Have your advertising when it gets into a home do work on at least four people—on 140,000 persons if you use MacLean's Magazine. Use MacLean's to back up and prepare the way for all other advertising in newspapers, street cars, bill-boards.

LET IT HEAD YOUR 1917-18 LIST

$1,260 gives you a page a month for a year (monthly); $705.60 gives you half a page 12 times; $365.40 ($1.00 a day) gives you a quarter page for 12 months. To keep an influence on 35,000 families of large buying capacity for a whole year at a cost of from $1 to $3.50 a day is using money and opportunity wisely.
Send for A.B.C. Circulation Statement and rate card. Present guarantee 35,000 on A.B.C. basis. Press run over 41,000.

The MacLean Publishing Co., Limited, Toronto

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, England

agent is generally rated the poorest advertising medium in its community.

How Advertising Saved Britain

What has advertising done for England? asks J. Murray Allison, the former advertising manager of London *Times*, in opening his address before the St. Louis Convention.

It raised four million fighting men under the voluntary system.

It raised countless billions of dollars in loans floated in England.

It raised nearer $200,000,000 than $100,000,000 in private donations for the various war charities, the majority of which were and are still being run by advertising men.

It discovered to the authorities over a million men whose trades and their knowledge of those trades made them skilled munition workers.

It persuaded over a million women to offer their country the labor of their hands to release the male workers for other duties.

Advertising taught the people of Great Britain to work harder and produce more, to give up their useless luxuries when it was necessary to consume less petrol, less rubber and less food; it taught the British people the sin of waste and the glory of sacrifice.

But consider what would have happened without advertising. What would have been the position of the Allies six months after the war started? What would have been the position a year afterwards? What would have been the position to-day?

You must remember that while these great advertising campaigns were in progress the Allies were on the defensive; they were just holding on. Every man, every shell, every gun, every munition worker, every woman worker counted enormously. Imagine what would have happened in that terrible year of 1915 had there been a really serious shortage in men and money, in addition to the temporary shortage of munitions.

During those fateful days of 1915 a shortage of 50,000 men on the Western front, especially at the second battle of Ypres, would have meant disaster to the British army. The British Generals were short enough, God knows, but not too short to hold the line. Thanks to advertising, the men were there in sufficient numbers, and thanks to their heroism, the line was held.

Again take what the shortage of munitions meant in those same months, when every projectile was worth its weight in solid gold. What happened then? The ministry, with Lloyd George at the head of it, bought land and factories and iron and steel, but what was the good of all this material without the men to work and weld it into guns and shells? The men were there; they were in England somewhere. The problem was to find them and take them from the cycle factory, the piano works, from any place, in fact, where men were used to work in metal, and to collect them and parcel them out to man the

factories that were waiting to receive them. That was no easy task. How was it accomplished?

One of the first appointments made in the new Ministry of Munitions was that of advertising director, who advertised for the men and got them, and a few months afterwards the men at the front were no longer short of munitions and never have been since. Advertising never yet made a shell or a fuse or a cap or an ounce of picric acid, but it delivered into factories easily, without friction and quickly, all or nearly all the available men who could do these things. Supposing that the government had decided not to try the advertising experiment, supposing that the government had been forced in those dark days when for a whole year not one solitary item of good news reached the British people, to raise the men for the front and the men for the back of the front by other means.

Imagine what would have happened had the government been forced at that time to introduce some measure of conscription of fighting men, of working men and of capital. That the country would have ultimately risen to the occasion I have, of course, not the slightest doubt, but there is also no room for doubt that such legislation would have met with the greatest opposition and the energies of the nation would have dissipated in a domestic political struggle with what result I dare not even suggest.

Without advertising there would have been volunteers in their hundreds of thousands, without advertising capital would have been forthcoming in millions, but men were needed, not in hundreds of thousands, but in millions, and money was needed, not in millions, but in billions; the people did not know what they were up against—it was the business of advertising to make them understand.

In England advertising has been employed to accomplish, easily and quickly, do not forget that last word, *quickly*, each and every purpose of the government. Perhaps, however, I may be permitted to refer to another campaign, conducted on behalf of the second war loan late in 1915. If I remember rightly, it was a three-billion-dollar loan. It was not the intention of the government to advertise this loan, and the usual "peace time" single-column spaces were issued to the newspapers. I remember my astonishment at seeing the old familiar column in the *Times* one morning, and you may depend upon it that I didn't waste much time in getting in touch with the official government agent. I remember, also, his alarm at my suggestion that the loan should be advertised like bags of flour or tins of tobacco. I may tell you now that in that first week the loan was a failure. It was not that the people were not patriotic, but the days were too big for the old methods, and in the crash of events at the front the old stereotyped announcement was lost.

As it was, the loan was about to be a failure, and would have

been a failure had not the government taken the suggestions of the little group, the little group of willing men, who were advising on advertising generally.

Assume that the government had decided not to advertise the loan and the three billion dollars asked for had not been forthcoming, what would have happened? In the first place, the British Empire would have lost credit throughout the world, the men in the trenches across the Channel would have been disheartened, not to say disgusted, and the enemy would have every grounds for claiming that the strongest and richest member of the Entente was quitting. As it was, something quite different happened. The loan was heavily advertised and easily and *quickly*, to be precise, in fourteen days after the advertising started, the loan was over-subscribed; and instead of being partially discredited in the eyes of her allies and in the opinion of the world, instead of giving comfort to the enemy, Great Britian was able to encourage her soldiers, cement the alliance and deliver a blow to the powers arrayed against her.

THE MAN FROM CALGARY

(*Continued from page 4*)

ever a pleasure and inspiration to know. With a heart as big and broad as the prairie country he has made his home, wherever "Bert" Woods gives the latch string a pull and opens the gate the atmosphere about him is surcharged with a smile. The man is yet undiscovered who has failed to greet him with the welcoming smile and hearty handshake. Meet Woods at your first opportunity. You'll find him as keen on good acquaintances as yourself, and your idea of simple sincerity will be pleasantly refreshed.

But Woods is not the sort of sunshine and smile, however, well meant, that masks an empty head and uninitiative will. By no means. Nature endowed him differently to that, and character approved the gift. Withal his friendliness of spirit and graciousness of manner "Bert" Woods possesses a plentiful admixture of uncommon ability and commercial acumen.

Woods was born in Quebec forty-nine years ago—just a year after confederation. His people had lived in Quebec for some generations previously. There are some who can discern the mark and characteristics of those stirring times traced in his personality.

Woods seemed naturally equipped for a life of effort in newspaper work. His education at McGill and Manitoba Universities rounded out his innate capabilities to effectual performance.

The newspaper business called him in 1893 as reporter on the Toronto *Mail*, prior to its amalgamation as the *Mail and Empire*. While here he reported several sessions in the Ontario press gallery, and also several in the gallery of the House of Commons.

In 1896 Woods went to Montreal

as news editor of the *Herald*, but the following year returned to Toronto *Mail* as city editor, which position he held until 1902.

It was in this year that Mr. Woods became business manager of Toronto *News*, to remain until the time of its sale.

Quick to perceive the importance to advertising of capable advertising service, in 1904 Mr. Woods founded the J. H. Woods Advertising Agency, which later became Woods-Norris, Limited, when Mr. C. C. Norris became identified with it. Here was laid the groundwork upon which was built the present well-known agency of Norris-Patterson Limited

Ten years ago he severed his connection with that business to become the managing director and editor of Calgary *Herald*, which position he holds to-day together with that of vice-president of Edmonton *Journal*.

Oh! and was I forgetting that Woods is quite a hand at sports? For one thing he is a chronic golf enthusiast, and rather an accomplished one. They tell me not many of his club associates are over anxious to challenge his ability at the game on the links.

Besides being a popular club man, Woods is vice-president and executive head of the Calgary Hospitals Board, which controls and directs all the public hospitals of Calgary. For two years, until the beginning of the war, he was first vice-president of the Alberta Branch of the Canadian Red Cross Society, and has been, since the out-break of the war, honorary secretary-treasurer and executive officer of the Belgian Relief Society of Southern Alberta.

Now you know James Hossack Woods, simon-pure newspaper-advertising-man. At least, you will know him well enough that his name will stand out with particular clearness next time you see it.

As President of Canadian Press Association, Inc., for the present year, his activities will be watched with keen interest by advertising men. His term of office will undoubtedly be characterized by material success and an even closer union of his fellow associates. Again let me say that the C. P. A. and its members are to be congratulated on having elected so able and amiable a man and business counsellor as James Hossack Woods for their 1917 chief.

EVENTUALLY TO DISPENSE WITH BANKRUPTCY COURTS

IT has seemed to me, recently, said M. L. Wilkinson, president of a large St. Louis department store, that one of the most convincing proofs that advertising *does* lower the cost of distribution or selling is in the fact that if the advertising store did not make its advertising pay its own way, and a little more, there would soon be great stores rise on the chief corners of our cities and force the advertising stores to the wall. If advertising added to the cost of doing business, it would add to the price people must pay for goods, and they would be quick to discover that they could do better at stores which did not advertise —and everyone knows that this is not true.

C. P. A. DISPROVES PRACTICE OF SEGREGATING OBJECTIONABLE ADS

Fifty-ninth Annual Meeting Recommends Refusal of Contracts Stipulating Position in Relation to Other Advertising—Urges United Action to Remove So-called Free Publicity Evil—To Protest Against Government Ruling Regarding Double Page Ads — Reviews Gratifying Commercial Outlook

THE fact of Canada's commercial soundness and prosperity has become such common talk and property as to strike the average business man with little amazement. Just how it has affected Canadian publishers, however, was brought out at the fifty-ninth annual meeting of the Canadian Press Association, Inc., recently held in Toronto.

Compare, for instance, our trade with the United States just previous to the war, and at the present. Exports in 1913 were $197,000,000; in 1916, $269,000,000. Imports in 1913 were $427,000,000; in 1916, $592,000,000.

It simply indicates that while Canada has sent 400,000 men on military duty, some to the war front, and a few thousand still here, that we have been producing more and we have been doing more trading, more buying and more selling than we have ever done before.

At the same time while we have been subscribing our millions, and our hundreds of millions to the war funds and war loans, we have, according to bank statements, at least 30 per cent. more money in the banks than we had two years ago.

While in 1914 the advertising earnings in Canada showed a considerable slump, because 1910, 1911, 1912 and 1913 had been big boom years, in 1915 they commenced to swing back again, and in 1916 they were pretty nearly all the way back, and to-day, in 1917, it is fair to say the earnings of the stronger Canadian newspapers are as large as they have ever been.

REPORT OF ADVERTISING COMMITTEE

Relations of the C. P. A. members with advertisers and advertising agents were reported by the advertising committee, which laid special emphasis on the necessity of publishers stopping free publicity and sticking to rate cards.

It was pointed out that it is useless to blame advertisers and agencies for requesting free publicity. They will do so just as long as any considerable number of publishers are willing to give it. The solution of the question rests with the publishers themselves. When advertisers and agencies find that they are wasting time

and money in asking for free publicity, because of the few compliances with their requests, they will cease to ask for it and will pay for the publicity they desire and need. The Association's campaign against free publicity has resulted in several paid advertising campaigns.

TO DISCOURAGE SPECIAL REPRESENTATIVES

It was also recommended that members should discourage in every possible way the practice of certain special representatives of securing appointments from large lists of newspapers and offering business not only to such large lists, but also to other newspapers from which they have not any appointments, thus doing practically an advertising agency business under the name of a special representative.

RECOGNIZED AGENCIES

It was further recommended that newspapers which have not signed the card agreement to allow commission only to recognized advertising agents be urged to give this matter their very serious and immediate consideration.

Nineteen advertising agencies were listed as being recognized as official solicitors of general advertising for C.P.A. members. They are:

Advertising Service Co., Ltd., Montreal.

Baker Advertising Agency, Ltd., Toronto.

Canadian Advertising Agency, Ltd., Montreal.

Dean, E. Sterling, Advertising Agency, Toronto.

Desbarats Advertising Agency, Ltd., Montreal.

Financial Advertising Co. of Canada, Ltd., Montreal.

Gagnier Advertising Service, Toronto.

Gibbons, J. J., Ltd., Toronto.

Hamilton Advertising Agency, Ltd., Hamilton.

Imperial Publishing Co., Ltd., Halifax.

McConnell & Fergusson, London.

McKim, A., Ltd., Montreal.

Macpherson - McCurdy, Ltd., Winnipeg.

Norris-Patterson, Ltd., Toronto.

Press Agency Bureau, Ltd., Toronto.

Robertson, J. S., Co., Ltd., Toronto.

Rowlatt, F. Albany, Toronto.

Smith, R. C., & Son, Ltd., Toronto.

Smith, Denne & Moore, Ltd., Toronto.

OBJECTIONAL ADVERTISEMENTS

Reports presented to the meeting showed that the Canadian newspapers are exercising a more strict censorship over advertising copy with a view to exclusion of fraudulent, deceptive, and offensive advertising. On this matter the advertising committee said: "It is the duty of the press to protect its readers as far as possible against these classes of advertising. It was this belief that led to the preparation in 1913-14 of a 'Standard of the Guidance of Members in the Censoring of Advertising Copy.'"

The advertising committee declared itself in hearty sympathy with the movement to exclude from the advertising columns all fraudulent, deceptive and offensive advertising, but is felt obliged to advise against such clauses in contracts as the following:

"It is understood and agreed that no insertion will be given or credited where the copy appears on the same page with advertising classed as objectionable or undesirable in the standard adopted by the C. P. A. at its fifty-sixth annual meeting."

"The advertising covered by this order is not to be inserted on the same page as advertisements of patent medicines or any advertisement described in the Standard of Advertising of the Association of Canadian Advertisers. If the make-up of your page does not permit the observance of this provision, omit insertion."

The advertising committee was of opinion the principle of tying down a newspaper by conditions as to the proximity of one advertisement to other advertisements is an objectionable one—"to concede to an advertiser or advertising agency the right to dictate in any way as to the make-up of a newspaper or the relative positions of the advertisements in that newspaper would be a dangerous step, establishing a precedent that might have very serious results." The second of the clauses quoted above has the further objection that "it would prevent insertion on the same page as any patent medicine advertising, no matter how reliable the patent medicine might be."

Another recommendation was that members should refuse to accept copy that simulates in type, arrangement or otherwise the newspapers own reading matter, unless marked as an advertisement or unless obviously an advertisement.

It was also resolved that the Canadian Government be requested to place its advertising direct with the publishers in future. It has been felt for some time that all Government advertising should be placed at card rates and that agencies who may be handling Government advertising should be reimbursed for their work by the Government.

The Canadian Press Association, presumably feels that as it was the original developer of extensive Government advertising in Canada its members are justified in expecting full card rates on this class of business.

It was not the intention of the meeting that the service agencies could render in the preparation of Government advertising should be overlooked. But the meeting was firm on the point that the work should be paid by the Government —not by the publishers.

J. Ross Robertson, proprietor of the Toronto Evening *Telegram*, proposed an amendment to this resolution, that the Association's manager notify the King's Printer of the Dominion and the Provincial Governments, and the advertising agencies to this effect.

Another proposal made was that the Trade and Class Section should be eliminated from membership in the Association. It was felt that

the interests of the Trade and Class Section were in some respects at variance with those of the rest of the Association's membership, and, therefore, a separation would be advisable. As it was late in the meeting when this proposal came up for discussion, the executive committee were requested to go into the matter thoroughly and call a meeting some time later on, to render their decision on this matter.

EDITORIAL NIGHT

One of the most memorable events of the meeting was that of "Editorial Night," an open session, attended by several hundred of the most representative citizens of Toronto as well as the press men, who crowded the Assembly Hall of the Central Technical School, where the meeting was held.

It was the occasion of an inspiring international rally, in that John R. Rathom, proprietor of the Providence (R.I.) *Journal*, delivered an address on the war duty of the United States and Canada. He told of the methods used by his paper in exposing German spy plots in the United States, a work which outshone any Sherlock Holmes fiction ever written.

ELECTION OF OFFICERS

The following officers were elected for the coming year: president, J. H. Woods, Calgary *Herald;* past president, J. G. Elliott, Kingston *Whig;* vice-president, representing each of the six territorial divisions: British Columbia and Yukon Division, R. Sutherland, Nelson *News;* Alberta Division, M. R. Jennings, Edmonton *Journal;* Saskatchewan Division, W. G. Gates, Moose Jaw *News;* Manitoba Division, E. H. Macklin, Winnipeg *Free Press;* Ontario and Quebec Division, W. R. Davies, Thamesville *Herald;* Maritime Provinces Division, J. R. Burnett, Charlottetown *Guardian*; treasurer, Geo. E. Scroggie, Toronto *Mail and Empire.*

PIANO SALE NOT FRAUDULENT

SINCE the publication in the April issue of Economic Advertising of an article regarding a piano sale by P. T. Legare Limited, Sherbrooke and Quebec, Mr. Fortier of the Quebec store, favored us with a visit, at which he thoroughly explained and made clear the methods fol owed by his company in their recent sale.

With this explanation in hand, Economic Advertising would consider it a matter for deep regret if any injury to P. T. Legare Limited, should result as a consequence of the report published in the April issue, and wishes to establish the fact that no element of fraud, fake or hold-up was present in the method used in that sale.

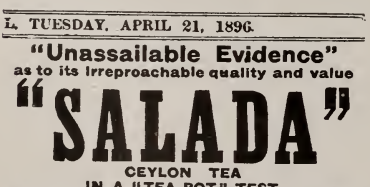
Canadian Countryman recently announced a flat rate of 18 cents per line. The new rate will not apply on existing contracts until January 1st, 1918.

STICKS TO STYLE OF 1894

P. C. Larkin, President Salada Tea Company, Who Has Built Up An Immense International Tea Trade, Consistently Adheres to Style of Advertising Copy and Design Which Characterized His Initial Venture Into Advertising Twenty-three Years Ago

HARDLY an advertising man in this country, particularly if he is an apostle of the new thought, who, at some time or another has not longed for the chance to make Salada advertising "toe the mark" of modern advertising theory.

What drastic changes he would make in copy and design. How he would transform bald statements and so-called generalities into lines of pursuasion that would melt the stony resistance of a human sphinx. How he would displace the dull severity of a plain design (or no design, whatever, for that matter) for the impelling attraction of human interest pictures and distinctive layouts. How he would avoid the obvious remark for the presentation of bright and thought-


TUESDAY, APRIL 21, 1896.
"Unassailable Evidence"
as to its irreproachable quality and value
"SALADA"
CEYLON TEA
IN A "TEA POT" TEST.
LEAD PACKETS ONLY. BLACK AND MIXED. ALL GROCERS.

From the outset the copy was but a bold display of the name with a line or two of quality talk

awakening ideas, pointed comparisons and fitting analogies. What wonderful sales totals would be attained by utilizing the generally accepted theories and practices of to-day.

And yet, P. C. Larkin, President of the Salada Tea Co., has built up a business of immense international proportions, through the simple expedient of plain type advertisements featuring the name of the goods accompanied by a concise line or two generally emphasizing quality. Without allowing his judgment to be influenced by accepted cannons of successful advertising, or following the changing conventions of copy and design, he has coached a business from common-place commencement to the present high annual sales total of twenty-seven million packets of tea.

The foundation of Salada Tea Co.'s success may be based on an idea, or group of related ideas, by which the business has been guided since its commencement in 1892.

At that time China black teas and Japan green teas were practically the only teas in general use, and, as will be remembered by most of us, were sold in bulk. Only a small market existed for Ceylon and Indian teas, although much superior in quality to others.

It was Mr. Larkin's strategic idea that by putting up his tea in sealed lead packets to preserve the quality, and by reducing the

profit in the hope of extensive sales, a preference could be developed for Ceylon and India teas. The idea was adopted and carried out, but the bulk tea competition was so tremendous that for two years only slow progress was made against it.

At this critical juncture a representative of one of the Toronto newspapers, believed to be Toronto *News*, submitted a rough idea of an advertisement to Mr. Larkin and recommended the use of space in his paper.

Mr. Larkin was then as staunch an unbeliever in advertising as he has since become an enthusiast for its power to promote sales.

Thanks to the force and clearness with which that salesman presented the case for advertising, or to Mr. Larkin's ability to comprehend the real virtue of a proposition, or to both, the proposal to call upon the influence of advertising was accepted. That little sketch and piece of copy was the birth and starting point of Salada advertising.

At first only small space was used in one Toronto paper, but results were such as to encourage the use of larger space and additional papers.

From the outset, Mr. Larkin personally attended to the preparation of advertising copy and continued to do so until about five years ago, when increased activities necessitated turning over the actual writing of copy to his advertising department.

Early in its career, Salada copy leaned toward a certain clearly defined style. It was a style typical of the time, when goods were sold by advertising that was unconcerned with the ethics of a

WEDNESDAY, MARCH 3, 1915.

Perfect Tea must be used for a perfectly satisfactory infusion.

"SALADA"

Tea is the acme of perfection, being all pure, delicious tea. Black, Mixed or Green.

Today the copy is unchanged in general characteristics. It has made good, and made good well

nicely balanced science, and when salesmen ran up surprising sales records unconscious of any set rules and procedure.

In comparison with present day advertising, Salada copy was fundamentally plain, almost to the point of bluntness. But it was a style that made good. Its success was so manifest in the face of all contrary argument, that the style was adopted as standard for the advertising of Salada, and continues unto this day without any alteration in general characteristics. In all of the three hundred Canadian dailies and weeklies and the two hundred United States dailies which comprise the present Salada list, will be found the same type of advertisement, boldly featuring the name of the product with just a line or two of quality talk.

That the style is still successful to-day—more successful even than any other form or kind of advertising that the Salada Tea Co. have

used—is probably due not so much to any particularly brilliant qualities in the copy itself as to the fact that the company has now grown to the stage where publicity copy can be of material benefit, especially when carried out on an extensive scale.

The Salada Tea Co. have run the whole gamut of schemes and practices for market development. They have used sampling; they have used bill-boards; they have used magazines; they have used trade papers; they have used circularizing; but always they have come back to newspaper advertising as the only satisfactory and efficient force in the development of their business. What is more, like many other advertisers, they have found it profitable in most cases to pay extra for special position.

To-day, with nine branch offices in the United States and two offices in Canada, the Salada Tea Co. has become one of the largest packers of tea on the continent; it has changed an unfavorable market demand to one which now gives Ceylon and India teas 77 per cent. of the total tea trade.

Could it have been done without advertising? Mr. Larkin thinks not, for he says: "Whatever the merits of the article, how can the public know of them unless you tell them? And I consider, and I speak from years of experience, that the best way to get their ear is through the public press—the daily newspaper."

TO HAVE 24-HOUR COAST-TO-COAST NEWS WIRE

MEMBERS of Canadian Press, Limited, at their recent annual meeting in Toronto, unanimously adopted the plan whereby there will be a 24-hour daily leased wire service for news, between Halifax and Vancouver, with extensions to Sydney on the east and Victoria on the west, and a loop to Seattle. In addition there will be a second wire between Montreal, Ottawa and Toronto to carry the bulk of the Canadian news.

Directors for the ensuing year were elected as follows: John Nelson, British Columbia; J. H. Woods, Alberta; W. F. Herman, Saskatchewan; E. H. Macklin and R. L. Richardson, Manitoba; J. E. Atkinson, W. J. Blackburn, J. H. Chevrier, C. F. Crandall, J. F. Mackay, E. Norman Smith, J. Ross Robertson and E. F. Slack, Ontario and Quebec; E. W. McCready and G. Fred Pearson, for the Maritime Provinces.

E. F. Slack was elected president, E. H. Macklin first vice-president, W. J. Blackburn second vice-president, and C. F. Crandall secretary-treasurer.

C. O. Knowles, manager of the Evening Paper Section, was appointed general manager of the new organization, and J. F. B. Livesay assistant general manager, with headquaters at Winnipeg.

"Next to Confederation and the building of the Canadian Pacific Railway, I do not think there has been any step equaling this in unifying the country," said one enthusiastic publisher.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE copy which so far has appeared in the National Service Board campaign presents the appeal of the Board in such a good light, and under such favorable auspices that any-

Save the Food and Serve the Empire !
The Average Canadian Family Wastes Enough to Feed a Soldier
"The Kitchen must help as well as the Workshop and the Trenches."
Lloyd George.
INTELLIGENT economy in the kitchen can do much to prevent the threatened world famine—can counteract the effect of high prices—and can replace growing debt with systematic saving.
Careful investigations show that before the war the average British family wasted 25% of their food—and we Canadians were even more extravagant.
This waste is not in a few big things, but in many little ones, each, we used to think, too small to bother about—such as careless peeling of vegetables and fruit—failure to make good use of dripping and "left-overs"—and such others as will occur to every thrifty housekeeper.
For the Empire's sake as well as your own, hunt up and cut out these leaks ! You'll be helping to relieve the food shortage—saving your own money—and putting yourself in a position to buy Canadian War Savings Certificates and help win the war.
War Savings Certificates are issued in denominations of $25, $50 and $100, to be repaid in three years at full face value. They cost $21.50, $43 and $86 respectively, at all Money Order Post-Offices and Banks, thus yielding over 5% Interest. Should you need it, you can get your money back at any time.
The National Service Board of Canada.
R. B. BENNETT, Director General.
C. W. PETERSON, Secretary

Helping the Government put its right foot forward

one with the welfare of advertising at heart may well wonder why the various governments have not shown greater interest in the preparation of their former campaigns.

The evidences of good craftsmanship so apparent in all the elements of campaign characterize it as one of the most attractive and persuasive yet presented by any of the governments.

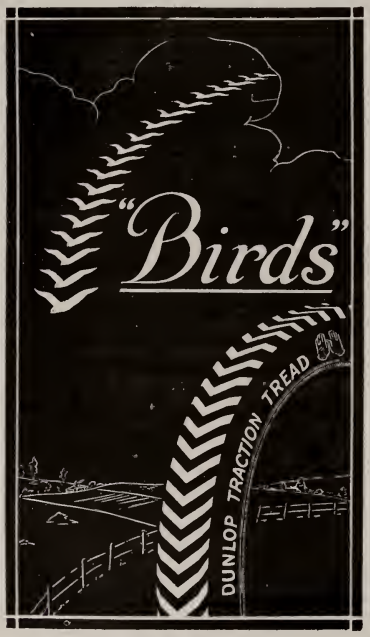
The psychology of appearance works good or ill regardless of whether the advertiser is a government or a back-attic manufacturer.

Early and difficult, though it may be, to predict the probable result of the campaign, it is highly reassuring for its success that the National Service Board should call to its aid one of the primary requisites of resultful advertising—attractive presentation. By so doing the Board has taken the surest means of securing an interested consideration of its appeal, and the ultimate success of its effort.

Will it go across ?

To say the least, the Craven "A" advertisement is a most unusual piece of advertising copy. So unusual, in fact, that we prefer not to dogmatize about it.

It is such that no doubt it will arouse considerable comment, pro and con, in professional advertising circles. The attempt to create



Rather Venturesome

an analogy between what is considered the standard of purity in foods and what is generally understood as an injurious drug, is so out of the ordinary as to provide a go[illegible] topic for much and lively discussion.

However, the court of last conjecture is the buying public. It would be interesting, indeed, to know how it accepts such argument and in such quantity for such a product as a cigarette.

* * *

Recently the Canadian public were treated to the finest exhibition of pure nerve and daring ever attempted by intrepid advertisers for some time. We have seen many venturesome pieces of advertising, but none so bold and defiant of disaster as the recent Dunlop advertisement "Birds."

In this advertisement the analogy is so fitting and so admirably linked up in the picture with the product as to secure for the adventure every probability of success. It is not, however, a practice to be generally recommended.

* * *

Quite the anthithesis of the nerve displayed in the Dunlop ad is that exhibited in the recent

Ginger Tales on McLaughlin
True Canadians
"CANADA DRY" Ginger Ale is distinctly Canadian-born of British ancestry—first in the Canadian market and specially adapted to Canadian palates, this beverage has won a well-merited and enviable place as the leader in table beverages.
As a thirst quencher it is unbeatable.
As a drink it is guaranteed to be absolutely pure—by that we mean that all the ingredients used are unadulterated and there are no artificial preservatives or flavorings used.
From Halifax to Vancouver there is a large sale for this delightful beverage.
McLaughlin's GINGER ALE
Every home should have it—order a case today from your Grocer or Druggist, or
Telephone Us at Adelaide 2150
J. J. McLAUGHLIN LIMITED
Manufacturing Chemists
TORONTO
Sole Makers of "Hygeia Best Beverages"

This—when his rightful place is on an English poster

McLaughlin's Ginger Ale advertisement. In copying the soldier from the well-known English recruiting poster it can hardly be said that it reflects the distinction and individuality claimed in the copy for the beverage. At any rate the types of Canadian soldiers are not so uninteresting and few that those of other countries need

A clear head for the day's work
AS the face and hands and body are washed daily to remove impurities, so it is necessary for the same reason that the intestines should be flushed regularly. Drugs will not do this. RIGA WATER will.
Riga Water does not bring about harmful stimulation and reaction which follow the use of ordinary drug remedies. It acts in effect as a mechanical flusher. By softening the contents of the intestines it encourages normal healthy bowel movements, upon which cleanliness of the body and freedom of head mainly depend.
Sold by druggists. Recommended by physicians.
25c. a bottle
RIGA PURGATIVE WATER
Riga Purgative Water Co., Montreal
Maclure & Langley, Limited Toronto—Ontario Distributors

A picture that argues against the copy

be called upon to take their place in Canadian advertising.

Such evident cribbing not only shows a paucity of ideas, but cannot fail to work injury upon the advertiser.

* * *

Our sympathies for the man who, in the advertisement, felt obliged to take Riga Water. The mere contemplation of the draught fills him with such evident pain and anguish as to cause him to turn with loathing from its bubbling effervescence.

However, convincing and persuasive the copy, the sight of that harrowed, fearful countenance no doubt nullifies its effect.

It is a case of lack of harmony between copy and illustration, but a deficiency so harmful in effect as to make it well worth while taking every precaution to avoid.

MAGAZINE PUBLISHERS ORGANIZE

THE magazine publishers of Canada recently organized for joint action, and furtherance of their general interests under the title of the Canadian Association of Magazine Publishers. One of the chief stipulations pertaining to membership is that each publication is able to supply a satisfactory audit of circulation.

The present membership comprises the following publications: *Butterick Trio*, *Canadian Courier*, *Canadian Home Journal*, *Everywoman's World*, *MacLean's Magazine*.

Officers for the present year are as follows: President, D. B. Gillies, *MacLean's Magazine;* vice-president, George M. Bertram, *Canadian Courier;* secretary-treasurer, I. Simonski, *Everywoman's World.*

Richard Holmes, business manager of Toronto *Telegram*, has retired. Mr. Holmes has been associated with the *Telegram* since its establishment, forty-one years ago.

A PLEA FOR THE PRESS AGENT

By Charles W. Stokes, Secretary, Calgary Ad Club

THE devil and all his works have, on certain occasions, been very successfully defended. It may, therefore, be permissible to enter a plea for the press agent. He needs it, even more than the devil, of whom, in the conception of many earnest and sincere advertisers and publishers he is a blood relation.

Unlucky press-agent! He draws down upon his unfortunate head such an avalanche of vituperation because, in his simple, guileless way, he sneaks in a reader that the business manager, reading afterwards in print, thinks should have been paid for. Yet some men wax fat, and do not despise themselves because their three squares per diem are bought by dishonorable gold.

What *is* "press agent dope?" A great question is hereby involved: "What is news?" The last professional court of appeal usually decides that what interests the reader is news, and what results in pecuniary benefit to the promoters is press-agentry. This argument is flawless—in the abstract; in application it is hard, because of the difficulty of discrimination.

In a certain daily newspaper which lies before me (I will admit it is American) the whole front page is practically devoted to a sensational suicide case in "society." Across the top of the page, inch-and-a-half red heads shriek the vicious story at the subscriber who wants to read at the same time as he runs. Underneath are half-tones of the unfortunate young man and the degenerate young woman who was involved; between them, and continued on succeeding pages, were solid columns of disgusting, nauseating description that it would no doubt delight the shade of Zola to read. The point, however, is not whether this does or does not reflect intellectual deterioration, or a vicious age; what concerns our argument is that this is "news."

Now suppose, on the other hand, that a land-selling concern colonizing new territory were to present, by the hand of its press-agent, a modest reader that truly enough would benefit the said concern, but that nevertheless evidenced new constructive developments in civilization and tended eventually to increase the general stock of happiness and prosperity. Suppose a theatre submitted a preliminary write-up of a show that, whatever its faults, tended to brighten existence and lighten care. Suppose a few more supposes. They are all "press-agent dope"—no magic "Must Go!" for them!

And very often, as we all know, the arbiter of what "gets by" is not the city editor, who is limited in his censorship, after all, to what is laid before him, but the reporter who comes personally into contact with the source of the news. It is this generally cynical and often immature-minded young man who

decides what the public wants! I occasionally wonder whether newspaper magnates do understand what the public really wants. Who cares a toss whether a newspaper scoops another and comes out with all the horrible details ten minutes earlier?

However, and again however. This plea for the press-agent is based on the fact that that gentleman has always something constructive to offer his readers, whether it is the nature of entertainment, excursion or what not. Further, he always offers a fair bargain, in that his patrons get good value, and he never (so far as I have observed) links himself up with any fraudulent advertising. His chief and only misdemeanor is that he gets his advertisement inserted gratis.

The argument that newspapers have only white paper to sell, in its two forms of news or advertising, sounds all right, all right, until you begin to analyze the news that can be classed as gilt-edged. If the principles of paying for advertising, as enunciated by some irate advertising men, were to be logically applied, there might be extremely little "news" at all. Look at the acres of space given over to the opinions of politicians, the majority of whom are frankly in the game for what it brings, and who rely upon the newspapers to keep them in the spotlight. What a waste of revenue! And it is extremely open to doubt whether the ordinary person is more interested in what Senator Jones thinks of any specified subject that happens to be topical, than in how he can, by buying at Smith's store, save fifteen cents.

What about the enormous free advertising given daily to baseball and other sports? The men behind the business of baseball certainly do have a financial interest in the sporting page; better still, from their standpoint, they do not even have to hire press-agents—the newspapers supply them gratis.

The society page chronicles the comings and goings of women to whose social success such mention is essential. Dramatic criticisms categorically suggest the expenditure of money on certain entertainments—that is why critics get passes—just as literary notices do on certain books. More lost revenue! Still further, why should the newspapers publish war correspondence—much of which, like Belloc and Philip Gibbs, is heavy reading—for nothing? Why should not the government use space and display type? Instead of filling the front page with murder stories, why not have the murderer buy the space?

There is an incidental point that arises in this connection. There are a number of institutions which continually seek free publicity and upon whom the business manager frowns hardest because they are small. Such are the small societies holding meetings who want a "notice," churches holding teas, philanthropical concerts, etc. The business manager growls, and asks why in thunder they don't advertise. Now it is all very well

Do you prefer the segregated Advertising Section?

Yes, residences are built on one street, business blocks on another. They don't mix. People read ads for ads, just as they go shopping for shopping.

The advertisements in **The Canadian Magazine** are not forced upon the readers. The readers are a broad minded, well educated class of people who understand the value of advertising to themselves. They read the advertisements in the same thorough way they read the editorial section.

Sample copy and rates on request,

THE CANADIAN MAGAZINE, TORONTO

to say that churches, for instance, should advertise, but isn't it a fact that the cost of advertising is far too high for these petty spongers on editorial favor, who have, as a rule, no ulterior motives to serve? The average non-wealthy church, simply cannot afford to advertise. Perhaps one result of a policy of charge-all-round might be to effect a reduction in the high cost of advertising and give these fellows a chance.

It may be heresy to attempt to defend the press-agent. Free publicity, we say, is a fraud on the reader, and an exulting cry goes up to heaven because some new paper has adopted a policy of cutting out the press-agent. Yet we further another heresy, perhaps the most awful of any, may be ventured by faintly suggesting that the opinion which obtains amongst the advertising fraternity and which nothing can apparently dissipate, namely, that newspapers are purchased solely for the sake of the advertisements, may be wrong. No publication of any kind is stronger, from the circulation standpoint, than its "literary" matter, whether news or fiction. It takes all sorts to make a world, and many diverse-minded readers to make the public; and just as there is one class of readers which invariably turns first, ignoring the front page, to the column containing hog-prices, so there may be people who like—yes, positively enjoy—the despised moving picture press-agent dope.

MEN AND MEDIA

E. C. Harrison, formerly of A. McKim Limited, Toronto, is now advertising manager of the Hugh C. MacLean Publishing Co., Limited, Toronto.

* * *

Wm. C. Bell has severed his connection with Canada Permanent Loan and Mortgage Corporation to become advertising manager of *Canadian Farm*, Toronto.

* * *

Herbert S. Houston, retiring President of A. A. C. of W. received the Degree of LL.D., from the University of South Dakota. Last year the University of Pennsylvania conferred upon him an honorary M.A. degree.

* * *

Edwin C. Young, formerly of Montreal, is now managing the Halifax *Chronicle*, *Evening Echo* and *Weekly Nova Scotian*.

* * *

It is reported the Vancouver *Sun* and *News Advertiser* are about to amalgamate and that their editorial policy will be independent.

* * *

Wm. C. D'Arcy, the new president of the Associated Ad Clubs, has asked Lewellyn E. Pratt, of New York, to continue as chairman of the Programme Committee for the national convention for another year. Mr. Pratt has consented to do so and is now laying plans for building the programme for San Francisco, in the light of the experience he gained in working up the St. Louis meeting.

Harry Tipper, business manager of *The Automobile*, has been appointed by the president, as chairman of the National Educational Committee.

President D'Arcy is planning to have Merle Sidener, of Indianapolis, handle the Vigilence Committe work for another year.

* * *

After the issue of Friday, June 29th, the semi-weekly issue of Windsor *Record* will be discontinued. Subscribers to the semi-weekly issue will receive the Evening *Record* until the end of their subscription term.

* * *

"Results" is the title of an attractive little booklet just issued by Montreal *Gazette*, reproducing quite a batch of facsimile letters from automobile and accessory advertisers who make use of the *Gazette* in Montreal.

* * *

T. Edgar Ward for the past eight years associated with the MacLean Publishing Co., art and advertising service departments, has severed his connection to assume the advertising managership of the House of Hobberlin, Toronto.

* * *

Sir John Willison has resigned the editorship of Toronto *Daily News*, presumably to devote more of his attention to the London

Times, of which he is the Canadian correspondent.

F. D. L. Smith, for many years editorial writer with Sir John Willison, has been appointed editor-in-chief.

C. W. McDiarmid, previously advertising manager is now general manager.

* * *

The executive staff of London Ad Club is not comprised of the kind of fellows that let the grass grow under their feet. Although the club has been in existence only one year, it has already proven a live factor in the business life of city, and can boast of a paid-up membership of over eighty.

* * *

In view of the many expressions of disapproval on the proposal of Western publishers to change the column width of their papers to a 12 em measure, many of the papers in that part of the country are now adopting a 12½ em width as the standard measure for newspaper columns.

WHEN DOES AN ADVERTISING CONTRACT BIND?

WHEN an advertiser breaks contract with a publisher he is obliged to stand short rating. When the action is reversed and the publisher breaks contract with a legitimate advertiser, is the advertiser justified in expecting some consideration?

This is a point that arose as a result of the recent action of Toronto *Mail and Empire* against J. A. Bleakley, liquor dealer, for an account of $522.53 due for advertising. The defence was that the plaintiff broke a contract by ceasing to insert liquor advertisements.

His Honor, Judge Denton, decided the action in favor of the *Mail and Empire*, and said the defendant's counter-claim could be made the subject of a separate action.

It is reported the judgment will be appealed.

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Among the new papers that you add to your list for the coming Fall and early Winter advertising be sure to include The Toronto Daily and Sunday World. On a combination contract you will get a total combined circulation of more than 150,000 at a cost of considerably less than one cent per line for each 10,000 circulation. This makes a fine combination for covering Toronto and nearby points.

Heads YOU Win — Tails WE Lose

In 1916

We Guaranteed 20,000 Circulation for 14c. Per Line. We Paid $5,000 in Rebates.

In 1917

We Guaranteed 30,000 Circulation for 20c. Per Line. On the Averages below:

	WE LOST	YOU WIN
January	Average Circulation was	21,850
February	" " "	23,425
March	" " "	27,100
April	" " "	30,100
May	" " "	32,750
June	" " "	36,900

June 30 Issue is 39,505

And Going Up at the Same Old Rate!

WE GUARANTEE

50,000

Average Net Paid Circulation for the Next Audit Year.

Proved by A.B.C. Audit.

Rate, 30c. a Line.

Where Can You Get Better Value?

CANADIAN

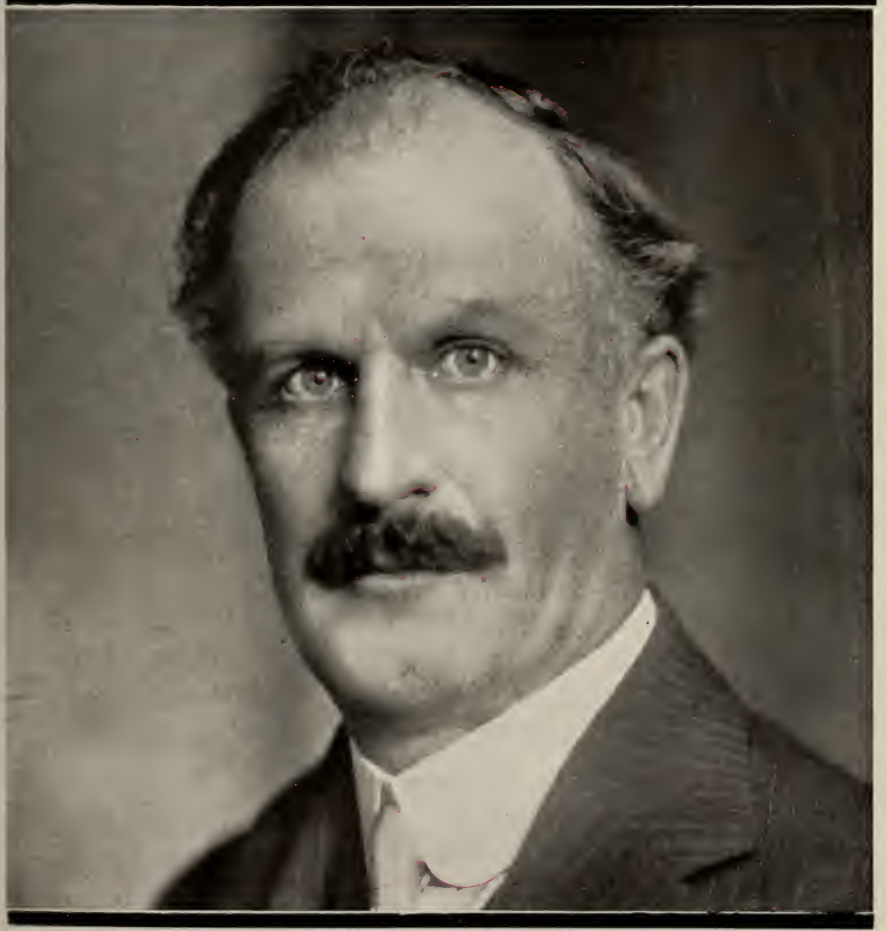
COURIER

TORONTO

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, July, 1917 No. 7



HERBERT N. COWAN, PRESIDENT AND MANAGER OF THE COWAN CO., LIMITED: TORONTO

(See Page 9)

It would be to your interest, if contemplating an advertising campaign, to investigate our service record.

By showing you what we have done and are doing for others, you would get a very clear idea of what we could do for you.

At your request we will have a representative call or arrange an appiontment at our office.

"IT'S ALL IN THE SERVICE"

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BUILDING

TORONTO, CANADA.

At The Gate of An Enormous Market

CROWDS AT THE GATE of the Canadian National Exhibition, Sept. 4th, 1916, when 141,000 people were present during the day — less than 1-5 of the number of readers of EVERYWOMAN'S WORLD.

Crowds of Eager Buyers Read EVERYWOMAN'S WORLD

CAN you picture for yourself how great is the crowd of buyers—heads of families—130,000 of them—who read EVERYWOMAN'S WORLD?

Can you form a reasonably true impression in your own mind of how enormous is the crowd of people in these homes—and the greater crowd of friends and neighbours who are influenced by these people?

With only 5 to each home the total is 650,000 people! Each home will influence at least one additional family (1,300,000 people) and probably two additional families (1,950,000 people).

This vast aggregation of homes, **situated as we have them situated,** is a market the size and richness of which the human mind can hardly grasp.

And EVERYWOMAN'S WORLD, **as the gate** through which to reach this market, is only just beginning to be appreciated at its full significance as a potential merchandising power.

Nothing like it has ever been available in Canada before this great Canadian home magazine was established.

There is great war-time economy and great efficiency in buying space in EVERYWOMAN'S WORLD to "cover Canada"—all connected up with retail storekeepers. Send for copy of "The Link Up," giving all the facts.

CONTINENTAL PUBLISHING CO., LIMITED

TORONTO - MONTREAL

New York Philadelphia Chicago London, England

COLONEL MACLEAN
was in Germany when war broke out

HOW he got out; what he saw, heard, learned and concluded, he tells in the August Number of MACLEAN'S MAGAZINE, of which he is the owner. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe,—diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions. In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidment by Canada and her people.

THE big message this month to advertisers and agency men is, **read MACLEAN'S for August.** Apply the acid test of your critical ability to the August issue. You will agree with us when you have read the August issue, and analyzed its contents, that

MACLEAN'S FOR AUGUST IS UNUSUALLY STRONG, AS WITNESS THESE CONTENTS:

The Dangers Ahead—By John Bayne MacLean.

A Circus Story—By Yates (Saturday Evening Post writer).

Win the War in the Air—By Agnes C. Laut.

The Menace of Canadian Titles—By Joseph Martin, M.P.

Rev. Charles Aubrey Eaton—A Canadian who speaks out.

Frenzied Fiction for the Dog Days—By Stephen Leacock.

Conscription Behind the Curtain—By H. F. Gadsby.

Summer Care of Infants and Children—By Dr. George E. Smith.

Canada's First Woman Member.

Economy in Preserving and Canning.

Stories by Baxter, Hendryx, Pinkerton, Jack London.

Illustrations by Brinkerhoff, Ben Ward, Howchin, Edwards, Dudley Ward, Jefferys, Lou Skuce.

MACLEAN'S edition for August was 46,000 copies—all needed. The present guarantee is 35,000 A.B.C. basis. The **rate** is based on a 30,000 circulation. On top of the 35,000 is another 5,000, plus value, bona fide circulation. On top of this 40,000 is an extra 6,000 for the requirements of expanding circulation. It means that space-buyers using the August issue got 50% extra value.

EQUAL VALUES WILL BE GIVEN IN SEPTEMBER

Put MACLEAN'S first on your list for a national campaign—make it your main line trench. Extend from this for local purposes, but always **maintain the main line trench! 50% extra value!** Use the opportunity while it offers.

The MacLean Publishing Co. Limited, Toronto

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, Eng.

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

In future the advertising rates for ECONOMIC ADVERTISING will be based flat charge of $25.00 per page. Extra for color and position, as follows:

Full page	$25.00	Centre Spread	$50.00
Half page	12.50	Outside Back Cover (two colors)	35.00
Quarter page	6.25	Inside Covers	30.00

Extra Color, per page.....Additional $10.00

"CONGRATULATIONS!"

Birthday greetings to his lusty cousin, all so quickly grown to man's estate industrially, commercially and nationally.

From the New York Evening Post

Economic Advertising
A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, July, 1917 No. 7

STRAIGHT TALKS

THE MEASURE OF BUSINESS SUCCESS

PICTURE to yourself the perilous predicament of a firm, giant-like in the vastness of its organization and international operations, apparently struck down on its knees with a single mighty blow of startling and apparently authoritative accusation.

No business general would envy the tactical position in which the Wm. Davies Co., Toronto, found itself the early weeks of July. That great custodian of business progress and success—Public Opinion—was mobilising its forces menancingly and soon might build a wall of incensed resentment to isolate the stricken firm. Silence or hesitancy may have brought irretrievable disaster.

It is not within the purpose of this magazine to discuss the merits of claim or counterclaim. It is sufficient to mention that the William Davies Co., already well acquainted with the power of publicity, should, in this momentous crisis, so courageously call up the surest means of adequate defence—Advertising.

The incident serves to make plain the position every manufacturer and business man constantly finds himself in in lesser degree. Public opinion is continually forming conclusions that affect the sale of your product or the success of your enterprise. You cannot prevent the working of this force, but you can determine the direction it will take. You can allow it to drift to whatever decisions it will, or you can control largely the nature of those decisions and mould them favorably to your product by well-planned, persistent advertising.

The measure of your success in business is the measure of your ability to acquire favorable public opinion. All other factors, merit of proposition, strength of organization, are ineffectual without, first of all, the acquisition of this influence.

Do You Know The Real Conditions In Your Canadian Market?

On several occasions manufacturers have told us that they knew all about the conditions in their market but an investigation showed how very little they **really** knew.

If you are not certain that you have accurate information regarding your product—its competition, its standing with the trade and its possibilities for expansion, we will be pleased to make a preliminary or an intensive investigation for one city or the entire Dominion.

We do not send men from coast to coast once or twice a year to gather information about conditions generally—the crops, the bank clearings, etc. Anyone can get that from the daily newspapers.

Our connections in every section of Canada are such that we "fine comb" every source of information with men who live right on the job, and each product requires an individual report.

If you become our client the investigation will cost you nothing.

It may pay you to get in touch with us.

CANADIAN ADVERTISING AGENCY
Limited

R. S. Muller, General Manager
Unity Building, Montreal

"Ask those we Serve"

UNEXPLORED MARKETS AWAIT CONSTRUCTIVE ADVERTISING

IN one of his books Washington Irving tells us that when the sturdy Dutchmen first came to this country some of them constructed dikes to hold back the Atlantic Ocean from the land, which they intended to cultivate. Victims of habit, they overlooked the fact that they were on the threshold of a vast continent of virgin land that was in no danger of being inundated.

In a recent address J. P. Beck, general manager of the Portland Cement Association, brought out the thought that many manufacturers are like these pioneer settlers. They are continually exhausting their efforts in building dikes against competition, apparently oblivious to the fact that unworked markets lie close at hand.

That merchandising must be planned so as to keep off the imaginary encroachments of competitors is an idea so deeply rooted that many business organizations have a hard time breaking away from it. The dominant note running through all their advertising and sales policies is that the activities of competitors must be curbed. Of course, it is true that competition is a big factor in every business which must be recognized, but the idea that it has to be fought and obstructed is an obsession that is dangerous to the health of the industry. It is well known to-day that those industries that are still working on the plane of the old merciless, destructive competition are not in the same thriving condition as those industries that have adopted the methods of the new competition. According to these newer methods, competitors attack the evils of their trade instead of one another. They advertise to build good will, to explore new markets and to develop new uses, rather than to take business away from their fellows. They have found that it is possible for competitors to co-operate for their common good without sacrificing any of the rights of independence.

These progressive methods have been adopted by many industries, but probably as good an example as any is the business with which Mr. Beck is connected. The cement people have seen that there is no need for them to build dikes against competition. A field of truly amazing possibilities lies before them. Cement construction is needed everywhere, and for 101 purposes. There is plenty of business for everybody. The only problem is to develop it, and that the cement companies are doing, both jointly and individually.—*Printers' Ink.*

LONDON, ONT. - Population 60,000

Canada's Richest Market

102 Wholesale Houses
696 Retail Stores
6 Railways
22 Banks

The Foremost Distributing Centre of Western Ontario

The London Free Press

is Western Ontario's foremost daily in point of superior Editorial and News Features—Volume of Advertising—Circulation.

THE LONDON FREE PRESS helps its Advertisers by promoting Window Displays of advertised goods; by inserting Display Advertisements and Editorials that will secure a more careful and general reading of advertising; by fostering the conviction that advertising is dependable to a degree; by the exclusion of fake, objectionable or even doubtful advertising.

In specific cases it is prepared to offer specific assistance.

Your enquiry upon this point is invited.

THE LONDON FREE PRESS

LONDON ONTARIO

COWAN'S "CARRY ON"

Herbert N. Cowan, President and Manager of The Cowan Company, Limited, Toronto, Swings Firm's Advertising to Co-operate with the National Service

NEEDLESS to ask that you noticed the full page advertisement for Cowan's Cocoa which recently flashed out across Canada. It could not be missed or overlooked.

This advertisement is the first in a campaign that should prove one of the most striking ever launched for the Cowan products.

Thrift as accomplished through the use of pure cocoa, is the keynote of the new series of advertisements. The campaign will link up with the efforts of the National Service Board of Canada in bringing the housewife to a proper appreciation of thrift and the necessity of its practice in the country's present crisis.

It is the intention of the Cowan Company in this dominating advertising campaign just commenced, to point out to the women of Canada the important part pure cocoa plays in the economic administration of the home. A cup of cocoa possesses a surprising abundance of energy units, even greater, it is claimed, than a cup of chicken soup or beef extract. The campaign is designed to show that an increase in the consump-

RAILROAD ENGINEERS OUT WITH STATEMENT

FOR THE EMPIRE

Buy According to Food Values!

WHEN you have nothing else to do with your money, it may be alright to spend it on extravagant food and mid-season delicacies. But now—in this crisis of year of the war—there are more important uses for it!

The National Service Board of Canada, Ottawa.

CLARENCE CUT TO CORE BATTERY

Spend Your Money on Real Food
"Buy according to Food Values! Spend by purchasing economically—and in the end, usually find values. You will be surprised to know how economical many delicacies, by classic foods are—and how much more than some high priced meats recommended."
NATIONAL SERVICE BOARD.
COWAN'S COCOA
"Perfection Brand"
"MADE IN CANADA"
THE COWAN COMPANY LIMITED. - TORONTO.

A full-page used opposite the National Service Board's appeal, exhibiting the confidence and courage of Mr. Cowan in the power of advertising

The Biggest Automobile Contract

ever signed by one firm

In Western Canada

was signed by the Baalim Motor Co., Lethbridge, on July 3rd, 1917, when they contracted for $1,000,000.00 worth of Automobiles.

The Lethbridge Herald

is the only daily that reaches the people who have the money to buy these cars.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL

Branch Canadian Newspapers Ltd.,
EDMONTON, ALTA.

Southern Alberta

Is Not "Marking Time"

No part of Western Canada is more worthily striving to contribute its quota to the national prosperity than is Southern Alberta.

Business was never more thriving than it is to-day.

National advertisers cannot afford to overlook this territory.

The Calgary Herald

ALBERTA'S BIGGEST DAILY

Covers this rich field thoroughly. Largest circulation in the Province. Members of A.B.C.

Write To-day for Rates.

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

tion of cocoa will permit of a reduction of other foods which indeed would be a real form of national conservation and economy.

It stands particularly to the credit of Herbert N. Cowan, the President of the Cowan Company, that before it was decided to launch this extensive campaign, the company was already running to capacity, and even experiencing difficulties in filling the demand for their cocoa, notwithstanding the operation of day and night shifts. Yet it is the conviction of Mr. Cowan that, though benefit may not accrue to his company immediately, the campaign as commenced is certain to have a beneficial effect on future business.

Among the trade, Mr. Cowan has always had a reputation for ability to see a few years ahead. An ever increasing business, together with a growing plant, indicate the correctness of his policies and judgment.

Mr. Cowan has a live interest in welfare work as is evidenced by all who have visited the Cowan plant. Here may be seen rest rooms, tennis courts, breathing spaces, and not the least in interest, the "Potato Patch." A large field adjoins the Cowan factory. A year ago this field was sodded as a recreation park for the employees. In view of the present high price of potatoes, Mr. Cowan has had the field plowed and set for a bumper crop of tubers. From the present appearance of this enviable patch, the employees of the Cowan Company need not worry about the supply or price of potatoes for the coming winter.

The Cowan Company has always been a national advertiser. Even when the company was started in a small way by the father of the present President, Mr. J. W. Cowan, in 1866 (note that this was just a year before Confederation), advertising was appreciated at its true worth as a sales factor, though naturally in the early days there was not the scope or opportunity for such broadsides as have been launched by the firm in the present regime.

As with many other successful advertisers in Canada, Mr. Cowan places first emphasis on newspapers as an effective means of conveying the company's message, and is particularly favorable to dominating space and display. He has made his products so well known that billboards too can be profitably used in some centres to back up the publicity features. His firm belief in advertising shares with his sound judgment and keen foresight credit for the unusual success and prosperity which Mr. Cowan has brought this growing business.

Every successful man must have four qualities or virtues—vision, initiative, conviction and common sense. Without common sense the other three are worthless. Many men have vision, initiative and conviction and are in the insane asylum for the lack of common sense to make the other three worth while.

Designing
Copy-Writing
Printing

As every advertising man knows, these three things are the component parts of every piece of printed advertising matter, from a circular to a catalog.

Our staff includes experts in all three.

We have the complete staff as well as the complete facilities to render prompt and effective service to every manager who has a printing problem on hand.

PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

THE TIME OF GOLDEN CHANCE

Canadian Advertisers in the Primary Class as Regards Advertising—Vast Opportunities and Markets Awaiting Advertising's Development—Time to Measure Effort by Extent of Opportunity

FOR fifteen years an Ontario company has been making an article of common usage. With prodigious plodding it has built up a connection with the bulk of the trade. Slowly, sales have increased year by year.

Three competitors have grown up around it. They too have a creditable standing with the trade. They, too, have grown slowly.

Slightly over a year ago a fifth maker entered the field. To-day he enjoys the patronage of the more desirable trade. The rest is following with gratifying regularity. Already, sales have reached the point attained by the manufacturer longest and most thoroughly entrenched in the field. Arrangements are being made to handle double the present response.

Another branch of industry is represented by three manufacturing firms. Two are virtually allowing the market to supply them with whatever business it will. The other has shown signs of making the market yield it better returns. But the total sales of all three have never reached the total imports of similar articles.

What is the answer to these and many similar marketing situations? Are manufacturing difficulties so burdensome that extensive market development is impractical? Or is it possible that our manufacturers are not blessed with the ability to see the possibilities of their markets, or the courage to develop them in commensurate manner?

It is true that in certain lines manufacturing difficulties are being encountered at the present. But considering all aspects of the general industrial situation, business remains undisturbed.

Who would have thought a few years ago that the sale of automobiles in this country could run well up into the hundreds of thousands? Who among the manufacturers of other lines that plod along year by year, would have had the courage to face the difficulties or the will to develop the automobile market as extensively and intensively as have the automobile manufacturers? And the automobile manufacturers are not nearly ready to quit.

Or who among that class of manufacturer content with a paltry yearly increase in business, would have exhibited such thoroughness of development as the manufacturer of a household cleaning compound whose sales run yearly into millions of tins?

Consider the dead and dormant condition of the furniture industry to-day. Mark you, the conditions of furniture marketing have been no bed of roses. Between themselves and the trade the furniture makers have been compassed with many a difficulty to overcome and many a struggle to experience. But

WINDSOR is progressing more rapidly than any of the smaller cities of Canada.

Population now, with invirons, 37,000.

The

Evening Record

is the only Canadian daily within 50 miles.

Circulation Exceeding 10,000

Rates (Plate) 1,000 lines, 3½c.
5,000 lines, 2¼c.
10,000 lines, 2 c.

JOHN A. McKAY,
Publisher

Mr. National Advertiser
Don't Forget

The Eastern Townships

The most prosperous district of Quebec. Twelve rich counties.

The population is 100% Canadian. 75% French Extraction.

The Paper that Covers the Field Thoroughly

LA TRIBUNE

SHERBROOKE, QUE.

Daily Circulation in Excess of **8,000**
Ask for Particulars and Rate Card.

USE
THE REGINA MORNING LEADER
TO COVER
SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:
TORONTO—E. J. Guy, 302 Royal Bank Building.
MONTREAL—R. Bruce Owen, 123 St. Peter Street.

THE
SUREST WAY

to think new thoughts and plan new things is to fill your mind with new ideas. Send through a dollar to-day for a year's subscription to

Economic Advertising
Mail Bldg.
Toronto Ont.

the struggle between themselves is not to be compared with the overpowering struggle that exists between the furniture interests and other outside industries. This struggle has reached serious proportions for the furniture makers, and yet, with the exception of a single effort, they have not raised a hand in defense.

Because it has been the custom in years gone by to look upon furniture as a necessary luxury to be indulged in only once in a lifetime is not evidence that that condition still exists or cannot be altered.

Is the automobile essentially any less a luxury? Is a beautiful home, a cottage for the summer, a piano, a phonograph, or a constantly renewed wardrobe of beautiful clothes any less an indulgence than beautiful and comfortable home surroundings? If the public can be made to feel the discomfiture of the lack of these conveniences and advantages with sufficient strength to purchase them extensively, in what way does the pleasure of good furniture stand any less chance?

Since 1914 the sale of furniture has decreased. Furniture imports have also decreased from over three million dollars annually to less than a million. During the same period the sale of many other so-called luxuries have increased.

What is the answer? Wherein has been the stress of appeal, or weight of persuasion? In the matter of furniture or in automobiles, pianos, clothes, etc.?

Or take the case of the corset manufacturers. For years three or four manufacturers have attempted to supply the needs of the Canadian market. Only one has recently shown any appreciable signs of dissatisfaction with its share of business and gone out to develop larger markets for itself. The others have merely grown with the country.

A few months ago the manufacturer of a front-lacing corset came into the Canadian field. It is true he brought with him a new idea in corseting. He also brought with him, and immediately carried into force, thorough organization and aggressive advertising.

To-day he holds a position in the Canadian market unassailable by Canadian manufacturers. Could he have done so in so short a time on his new idea alone? Could he have established himself so thoroughly in the natural markets of Canadian manufacturers without extensive and intensive market development?

For years the same possibilities of development lay before Canadian corset manufacturers. How can their complacency and evident contentment with "well-enough" conditions reconcile for the easy victory of this newcomer? Is their present position of development strong enough to make safe the future or withstand the strain of further additions?

What manner of fear or inertia has for so long enchained our biscuit manufacturers? Have they exhausted the possibilities of their markets? Are the housewives of Canada so well acquainted with the delight and convenience and ap-

ADVERTISING ADVERTISING.

The Kitchener News Record has a front page article every day urging its thousands of readers to read and heed the newspaper advertising.

This educative campaign makes YOUR advertisement more valuable, because it reaches a receptive clientele.

KITCHENER NEWS RECORD
(MemberB. A. C.)

Highest Grade
ELECTROS
AND
STEREOS

PROMPT and EFFICIENT SERVICE

Rapid Electrotype Co. of Canada, Limited
MONTREAL TORONTO WINDSOR

petizing qualities of Canadian biscuits, and the many occasions of their use and substitution, that market development is unnecessary because complete?

Can our manufacturers consider with calmness the surprising increase in biscuit imports previous to the war, or accept the present respite form aggressive outside competition as other than an incomparable opportunity to entrench themselves solidly and completely in Canadian markets?

How soundly asleep must have been our soap makers; how utterly out of touch with the trend of the times; how perfectly contented with the crumbs from the table, to have allowed, in the space of a few short years, three or four manufacturers to step into the Canadian field and awaken and carry off practically the whole of the toilet soap business.

Did they expect Canadians to forever bathe with course or cheap, highly scented soaps? Did they fail to estimate the vast market that could be unearthed here for the finer and corrective toilet soaps, or were they merely unwilling to pay the price of its development?

Not that the opportunity is past. It still exists in healthy state. But the difficulties are now increased. It will be harder—much harder—for our makers to develop extensive toilet soap markets to-day than it would have been a few years ago. It will be much easier to-day than it will be a few years from now.

Though our dentifrice, perfume

and drug manufacturers are better favored, there is little indication so far that they will take full advantage of the situation. Imports in many lines have been greatly reduced or cut off. A super tax has been imposed.

But where are the tooth paste, the perfume, the toilet water, the hair tonic, the many medicinal campaigns that could now be creating a preference for Canadian lines, that our makers may gain a fitting share of these vast and yet only partly developed markets?

Can it be that this opportunity, too, must be overlooked? Can it be that our eight millions must wait until some newcomer shows them the advantages of these products and secures these markets for himself?

Instance after instance could be enumerated where manufacturers are allowing uncommon opportunities to slip through their fingers. It is the result of an illogical point of view. Could Old Dutch, Lantic Sugar, Woodbury's, Palmolive, Shredded Wheat and a half dozen or so other well-known articles have gained the position of prominence in Canadian homes they enjoy to-day through gauging their effort by the least with which they can keep moving? Effort must be measured by the measure of the opportunity.

To lie down behind the shelter of a tariff wall, to seek portection beneather the wing of an extra war tariff, and practically allow business to move as it is inclined, is a direct invitation to competition from within and without to pick off the plums from our markets and leave only the scrubs for the uninitiative.

The present existence of double tariffs and pre-occupied competition is a time of golden chance for Canadian manufacturers. That they can gain its advantages and make their position in our markets impregnable without aggressive and extensive development is highly improbable. The opportunity is great. It is enormous. It is unlikely that similar advantages will ever return. Therefore, let us be true to our opportunities, to our own and country's interests. Let us measure our effort by the fullness of our opportunity.

WHY BUSINESS MEN FAIL

Lack of Balance Principal Reason, Rotarians Are Told

"One man in every 65 is a failure as a business man," recently remarked G. F. Barber, efficiency expert of New York City, to the members of the New York Rotary Club.

Men fail because they lack balance. They may have everything else needed for success, but that one touch of industrial unsoundness will spoil the whole man.

It is not what a man does so much as what he thinks before he does the thing that finally counts. Success or failure in business is due more to the mental attitude of the man than to his mental capacity.

CAPITALIZING THE POPULAR THEME

While the Whole Population is Thinking in Terms of Thrift and Saving, Wise Advertisers are Tactfully Entrenching Their Products in Public Consideration, by Chaining Their Appeals to the theme of the moment.

WITH the growing world shortage of food, the topic of food economy has become a national obsession. It is talked of everywhere. But it is doubtful if the public's common acquaintance with the subject is not more in the nature of generalities than specific terms.

The average individual is fundamentally anxious to save. This desire has been sharpened by Government appeal, and realization of the country's need. The general attitude toward the subject is that little waste can possibly

Make the most of the Early Fruits
STRAWBERRY JAM
STRAWBERRIES, raspberries and cherries will soon be here. How delicious they will taste next winter when fresh fruits are few and scarce—economical too. A jar of home-preserved fruit costs only about half as much as a can of tinned fruit not nearly so good in flavor.
In all your preserving use LANTIC SUGAR. It is the best and purest sugar, absolutely free from adulterants and artificial coloring, and the "Fine" formulation dissolves instantly so how fruit juice making a clear sparkling syrup as attractive as it is wholesome and delicious.
Lantic Sugar
PRESERVED CHERRIES
Atlantic Sugar Refineries Limited :: Power Building, Montreal

Practical information and advice makes the Lantic Sugar advertising particularly helpful

exist under present conditions and prices. The utmost saving is being practised now. What more can we do?

Can you measure advertising's opportunity with such a situation? Can you analyze the sales chances that exist for any commodity that accomplishes a practical saving and consistently links up this argument with the economy appeal?

Our food controller has just made clear some wonderful savings that can be accomplished. His recommendations will enhance, rather than weaken the position of manufacturers whose products present the element of economy in any form.

But to obtain any advantage from the situation, there exists one indispensable requirement—Advertising. The public's state of mind is now, and will continue to be, in such a muddled, uncertain state, practical advice and education through advertising will be a matter of necessity.

For instance, you have no doubt already read on another page of this issue of ECONOMIC ADVERTISING how the Cowan Company, Limited, Toronto, recently struck a "pay streak" when it commenced a dominating campaign in full page newspaper space to call attention to the nutritive value of of its cocoa.

The Cowan advertisement was fortunate in obtaining position alongside an economy appeal of the National Service Board of

Canada with which effort it is designed to co-operate. The position, however, was only a minor

TRUE ECONOMY
DEMANDS THE USE OF MORE
PURITY FLOUR
There is more actual food value in ONE POUND OF PURITY FLOUR than there is in One Pound of Beef, One Pound of Potatoes and One Pound of Milk COMBINED.
The truly economical housewife must take advantage of this great strength in PURITY FLOUR over other food substances by serving more frequently the delicious bread and rolls, toothsome, dainty cakes and crisp, mouth-melting pastry which are among the possibilities of this perfectly milled product of the world-famous Western Canada wheat.
The Purity Flour Cook Book
150 pages of the latest information on the culinary art. Reviewed and approved by the DOMESTIC SCIENCE DEPARTMENT of the MACDONALD COLLEGE, and furnishing tried and economical instructions on all dishes for all meals. A GENERAL PURPOSE HOUSEWIFE'S REFERENCE BOOK.
Mailed postpaid to any address for 20 cents.
WESTERN CANADA FLOUR MILLS COMPANY, LIMITED
TORONTO WINNIPEG

Helpful, but weak

advantage. The real virtue of the incident lay in the appeal of the advertisement itself, unmistakably forcing public consideration of cocoa as an economical food.

The Cowan Company easily might have argued that the public already were well aware of the food value of cocoa. They might even have followed this argument to the conclusion that extensive advertising along this line would be not only unnecessary, but wasteful. Wiser conclusions, however, were reached.

Certainly the public are thinking of thrift. But they require their attention to be directed to specific objects. They are in need of suggestions, counsel and direction. It was a clear case for advertising, and advertising in a big, dominating way. Hence the extensive Cowan effort.

Other food advertisers also have been shaping their advertising to

Suppose You Are In a Dining Car?
You will probably want a light meal, but still nourishing and sustaining. Try
TOASTED
Kellogg's CORN FLAKES
and note how fresh and bright you feel.
Also note the economy compared with the cost of other foods. The same ratio of economy will apply in your home.
And insist on the original in the red, white and green package.
Made in Canada for over eleven years.
The Battle Creek Toasted Corn Flake Co., Limited
Head Office and Factory: London, Ont.

What an appropriate place to recommend the practice of thrift and economy

the uppermost thought at present in the minds of the people. The Atlantic Sugar Refineries, Lim-

ited, Montreal, are doing good service to the country, and incidentally to themselves, in a cam-

$25.00 for $21.50
War Savings Certificates
Back Up The Boys Who Are Fighting For You!
Work and save as earnestly and wholeheartedly as they are fighting in France!
Work at something that helps directly toward winning the war! Save, and lend your savings to the nation, to finance the struggle and furnish everything needed to the men in the firing line.
For every $21.50 you lend the nation now, you will get back $25 at the end of three years—an interest return of over 5%. Certificates are issued in denominations of $25, $50 and $100 and may be purchased at $21.50, $43 and $86 respectively, at any Bank or Money Order Post Office.
"Save for the men who are saving Canada"
The National Service Board of Canada.
C. W. PETERSON, Secretary.
$25.00 for $21.50
War Savings Certificates
Thrift that brings Comfort instead of Sacrifice
THRIFT, the paramount national duty, applies to time as well as to money—to small personal outlay as well as to larger family expenditure.
Applied to the daily shave, thrift means the use of a
GILLETTE SAFETY RAZOR
The Razor of National Service.
The Gillette reduces shaving time to five minutes or less—an actual saving of a week of working days a year! To the man who depends on the barber, it saves still more time, and from $25 to $50 or even more annually. This means the cost of one or several War Savings Certificates.
Moreover, there is not a man living with a beard to shave who cannot shave better with a Gillette if he will use it correctly—with the blade screwed down tight and a light Angle Stroke.
For the thousands of young men just reaching shaving age the Gillette Safety Razor is a source of good habits—not only thrift, but punctuality, personal neatness, and efficiency in little things. For yourself or your son, at home or Overseas, it is a splendid investment.
Gillette "Bulldog," "Aristocrat" and Standard Sets and $5.00—Pocket Editions $5.00 to $6.00—Combination Sets from $6.50 up. Send for Catalogue.
Gillette Safety Razor Co. of Canada, Limited,
Office and Factory: The Gillette Bldg., Montreal.

Strong in association of ideas. Any article that presents a say can profitably link up with the thrift appeal

paign urging the public to make full use of Canada's fruit crops. As time progresses, special mention is made to the fruit of the season, recommending the use of their sugar as the most satisfactory and therefore the most economical preservative for "doing down" the country's fruits. Practical methods are suggested, and special mention is made of the nutritive value of pure sugar.

The Western Canada Flour Mills Co., Limited, Toronto, is another firm that is making use of the thrift and economy appeal. Though their new campaign is not as vigorous or as educatively designed as some of the others following this line of appeal, it is certainly a step in the right direction and will no doubt secure careful consideration of Purity Flour as a factor in food conservation. A particularly good feature of the Purity Flour campaign is the adoption of a Purity Flour Cook Book containing information on the culinary art; a work which has received approval by the Domestic Science Department of Macdonald College. The book is procurable by all housekeepers for a small outlay.

The Battle Creek Toasted Corn Flakes Company, of London, Ont., is another advertiser making good use of the economy appeal in an unusual way. The advertisement reproduced herewith as it appeared in the newspapers will undoubtedly appeal to that portion of the population which uses trains to any extent. It will be a revelation to many that a meal on the train may be indulged in without eating a large sized hole into one's pocket book.

Followed throughout the vari-

Fill Every Jar
Save every berry. Hunt out the empty jars and help preserve Canada's abundant fruit crop.
Strawberries—luscious, dark red, Canadian—are on our markets now. Serve them while they last. Heaped high with Dominion Crystal Powdered Sugar, there is no fruit of quite the same fresh richness of flavor.
And preserve this first of Canada's fruits with the only sugar which may rightly be called "Canadian from the ground up"—Dominion Crystal Sugar—pure, sparkling, finely granulated. We do import the finest of raw cane sugar and refine it, but our pride is in the product we make from Canadian sugar beets—its use is dictated by good judgment as well as patriotism.
The Sunshine Way for Strawberries
After weighing out carefully equal quantities of strawberries and Dominion Crystal Sugar, fill preserving kettle with alternate layers of berries and sugar. Boil slowly for ten minutes, skimming frequently. Place on plates or platters, covered with net or piece of glass, and set in sun for three or four days. When syrup becomes thick and fruit plump, pack cold in jars and seal.
DOMINION SUGAR COMPANY, LIMITED
Wallaceburg Chatham Kitchener
Dominion Crystal Sugar
Hard to Drop Meat?
All depends on what you eat as a substitute. It is a good time to study "food value." You may be eating the wrong foods, the foods that cost most and give the least nutriment.
Shredded Wheat Biscuit
contains more real, body-building nutriment, pound for pound, than meat, eggs or potatoes and costs much less. Two of these Biscuits with milk and a little fruit make a nourishing meal at a cost of a few cents. Make Shredded Wheat your "meat." A satisfying breakfast on which to start the day's work. It is ready-cooked and ready-to-eat.
Made in Canada
Wheat Co., Limited
Krumbles
THE ECONOMICAL FOOD
Whole Wheat. More Nutritious than Bread
KRUMBLES is the first wheat food that gives you all the delicious flavor of the wheat—a sweetness that grows richer and richer the more you chew it.
KRUMBLES is the whole of the wheat with all of the protein, the phosphates, the mineral salts and bran—the things the doctors say all growing children need.
One Cent a Dish for Krumbles
Kellogg's Krumbles All Wheat Ready to Eat
W. K. Kellogg
In Women's Circles—
where food problems are intelligently settled—
Redpath SUGAR
meets with well-deserved approval. Women prefer it because they have always been able to depend absolutely on its purity and uniform quality. It never disappoints.
"Let Redpath Sweeten It"
Made in one grade only—the highest.
The Low Cost of Good Living!
A dish of baked Macaroni and Cheese—enough for four persons, costs about 10c. The same amount of lean meat costs more than twice as much, and supplies not nearly so much strength. Eat more of
CATELLI'S MILK MACARONI
—have it once or twice a week in place of meat—and you'll quickly learn the low cost of good living.
Write for our Macaroni Cook Book—sent free on request.
10¢
THE C. H. CATELLI CO., LIMITED
MONTREAL
CATELLI'S MILK MACARONI

ous phases of our daily life, this campaign as here presented to people should make very effective use of the economy appeal and be the means of developing good will in those circles which have endeavored to find objection in the price of package foods.

This thrift appeal is one that need not be confined to the merchandising of food products, in fact the desire to save and economize has so penetrated the fabric of our business and social life that its service and scope is unlimited.

The recent advertisement of the

Printing Salesman

We have an opening in our Sales Organization for a high-grade Printing Salesman, City of Toronto territory. To a first-class, experienced representative we are prepared to offer position and salary commensurate with past record. Printing Salesman with connection preferred, but will consider high-class Salesman not having direct printing connection. Permanent, salaried position.

Saturday Night Press
Richmond and Sheppard Sts.
TORONTO CANADA

Gillette Safety Razor Company, of Montreal, points out how the thrift idea may be effectively utilized in marketing other than food products. Like the Cowan Company, the Gillette people have secured the advantage of position alongside that of the National Service Board advertising. They too have designed their advertising so that it will be associated at once in the minds of the public with the aims and purposes of the National Service Board.

The Gillette people endeavor to point out that time may often be considered the equivalent of money, and that thrift means a saving of time as well as money. They go on to show the actual saving of time their razor will accomplish over a certain period, and the amount of money that might be saved by shaving oneself.

These arguments, of course, are the old standbys of safety razor manufacturers, but as presented in conjunction with the appeal for thrift, impress these points strongly in the minds of readers.

The advertising of the Gillette Safety Razor has always been of a broad gauge type. It is not surprising, therefore, that, as also in the Cowan ad, there appears the recommendation of utilizing the money saved by the use of their product in the purchase of National War Saving Certificates.

Perhaps at no other time in our history have advertisers been offered the opportunity of making use of the economy appeal so forcibly as at the present. It is to be wondered that as yet more have not availed themselves of its advantage. Its value, however, commences only where we replace generalities with practical suggestion, and platitudes with definite, worth-while counsel.

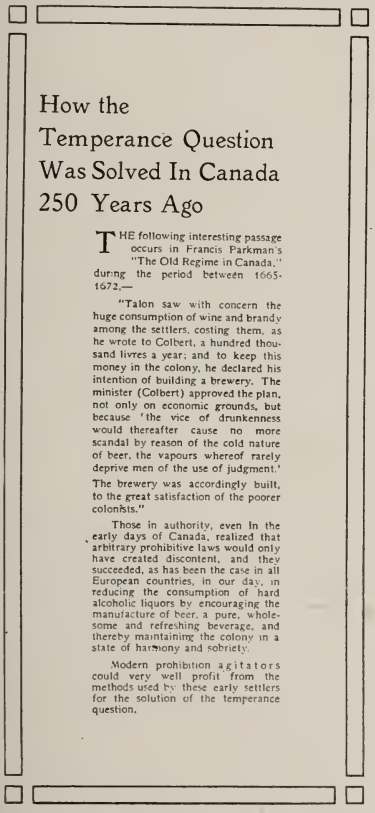
PRESTO-LITE BUSINESS EXPANDING

Presto-Lite advertising will soon spread across Canada in two separate campaigns. One direct to the automobile user through the daily newspapers, and one to the automobile trade through the technical press.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THERE is a commendable effort being made by one of the brewery concerns of Montreal to prevent the proposed prohibition measures from being as drastic and all-embracing as



How the Temperance Question Was Solved In Canada 250 Years Ago

THE following interesting passage occurs in Francis Parkman's "The Old Regime in Canada," during the period between 1665-1672,—

"Talon saw with concern the huge consumption of wine and brandy among the settlers, costing them, as he wrote to Colbert, a hundred thousand livres a year; and to keep this money in the colony, he declared his intention of building a brewery. The minister (Colbert) approved the plan, not only on economic grounds, but because 'the vice of drunkenness would thereafter cause no more scandal by reason of the cold nature of beer, the vapours whereof rarely deprive men of the use of judgment.' The brewery was accordingly built, to the great satisfaction of the poorer colonists."

Those in authority, even in the early days of Canada, realized that arbitrary prohibitive laws would only have created discontent, and they succeeded, as has been the case in all European countries, in our day, in reducing the consumption of hard alcoholic liquors by encouraging the manufacture of beer, a pure, wholesome and refreshing beverage, and thereby maintaining the colony in a state of harmony and sobriety.

Modern prohibition agitators could very well profit from the methods used by these early settlers for the solution of the temperance question.

Convincingly Educative

that imposed on Ontario and other provinces.

The aim of the campaign is to educate the public and administration to the desirability of permitting a wine and beer license, rather than to establish complete prohibition. As carried out, the effort is rather convincing for the interests concerned, and plenty of time still remains to develop considerable public sympathy and backing.

The impression is that this educational effort is being carried on by a single establishment. If this is the case, there appears to be somewhat of a shifting of responsibility in a matter that means the welfare of the whole wine and beer interests. If a single concern can make such a noteworthy stand as here pointed out, general co-operation and united effort would in all probability make for certain success.

The Montreal wine and beer interests should profit by the mistake and delay of those of Ontario a year ago. If a united effort had been carried on by the Ontario brewers along the lines at present being conducted in Montreal, there is every reason to believe a different situation would exist in Ontario to-day.

* * *

Who knows more about tires than your automobile dealer or garage man? Whose recommendation would you pin your faith to more unreservedly than the fellow who sells you "juice" every day or so, who doctors up your car when it becomes indisposed, and can place his finger right on any be-

wildering ailments without hesitation?

In utilizing this dealer confidence, the Fisk Tire people have capitalized one of the most persuasive forces in merchandising, and incidentally made a straight

IN all our experience with motor car tires we have never seen the equal of Fisk —they stand for more real dollar-for-dollar tire value than you can get in any other tire. Our advice to all car owners is—Buy
FISK
TIRES
FISK
Distributors for Ontario
THE DOMINION AUTOMOBILE CO. LIMITED
Toronto

Direct and Forceful

drive for interested and enthusiastic dealer co-operation. The idea is worthy of more general adoption and application.

* * *

After months and months of watchful waiting to learn something—anything—about Windsor Table Salt, I am forced to the conclusion that it must be the advertiser's firm belief in the Ad Club's motto—"Truth in Advertising"—that causes it to be so doggedly reticent. You know, no one yet has been able to accuse a dumb fellow of untruthfulness or misleading statements. He, like some advertisements, seems naturally equipped to abide by a certain very fine, but oh! so frequently broken commandment.

There is one bright, interesting spot in this Windsor advertisement, however, and that is the cheery countenance of that obliging sailor chap. How do I know he's obliging? Why, just look at the way he has tilted himself to one side so that the artist could slip one over the copy man and get in a half dozen unintended words. Sort of makes the space appear as though it was paying its way. I call that most courteous and kind.

Besides, I'll bet there is a great deal more hidden beneath that

Attractive—but not informing

smiling face than appears on the surface. Don't be at all surprised if some day you find him putting one hand up to the corner of his mouth and letting loose the whole

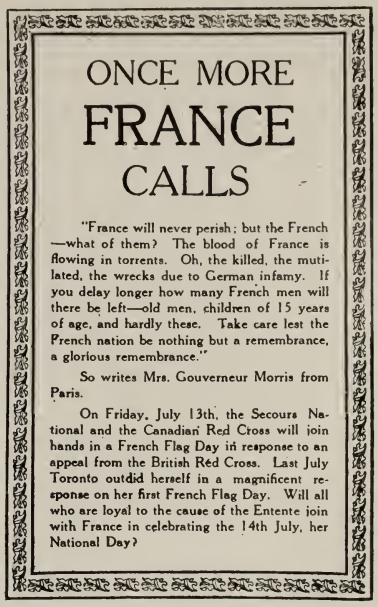
secret of Windsor Table Salt, all about its quality, its fineness, its strength of flavor, the care used in its preparation, and a score of other points about it that most people, unconsciously, perhaps, would be thankful to know.

* * *

You heads of business who have come to look upon the writing of advertising copy as a simple, easy matter, to be spilled out at a moment's notice; you copy men who, sometimes must grind out copy under the lash of a speeding clock in order to catch the day's issue or a closing form, there is a lesson for each of you in the portion of the Secours National appeal credited to Mrs. Gouverneur Morris.

Read the whole ad through, and particularly the quotation from Mrs. Morris. It is a gem of pure suggestion and persuasion. Print it on the plainest paper, in the crudest type, and in the most unattractive style. It would lose little of its effectiveness. Wherever it was found, it would burn itself into the mind and will with impelling directness. The words are poignant with life and human feeling and interest. It is the cry of a heart that knows and has felt, and, therefore, can hardly help but touch in others the chord that will respond.

It probably took Mrs. Morris five minutes to actually write those words. But behind the mere act of writing lay days and weeks, perhaps months, of observation, of silent sympathies aroused, until the heart and mind could hold back no longer and the soul-searching words poured out from the pen.


ONCE MORE
FRANCE
CALLS
"France will never perish; but the French —what of them? The blood of France is flowing in torrents. Oh, the killed, the mutilated, the wrecks due to German infamy. If you delay longer how many French men will there be left—old men, children of 15 years of age, and hardly these. Take care lest the French nation be nothing but a remembrance, a glorious remembrance."
So writes Mrs. Gouverneur Morris from Paris.
On Friday, July 13th, the Secours National and the Canadian Red Cross will join hands in a French Flag Day in response to an appeal from the British Red Cross. Last July Toronto outdid herself in a magnificent response on her first French Flag Day. Will all who are loyal to the cause of the Entente join with France in celebrating the 14th July, her National Day?

Sincere and Powerful

How much fuller in interest, and conviction and resultfulness the advertising pages of our publications would be if advertisers spoke only when they had a real message of usefulness to convey, and when earnestness guided the pen.

* * *

There is going to be an epidemic of tender lips among the female population of our country. The Lypsyl ad portends it; and our health inspectors will be unable to check the disease. Lypsyl itself is the most likely candidate to administer relief.

From her shapely toes to her finger tips
I love them all; but—Ah—her lips!
Whence have they gained that rosy glow
Which everyone admireth so? From
Lypsyl
for Tender Lips
When you ask your Druggist for Lypsyl see that the cap of the silvered tube is stamped "Vinolia Lypsyl".
Substitutes are worthless
VINOLIA
London TORONTO Paris

Irresistably Feminine

This kind of advertising may be light and airy, and lacking in solid information regarding the product. Probably that is a distinct advantage. But a Friday morning bargain sale will be unable to hold a candle to the rush there should be for Lypsyl as a result of this type of feminine appeal.

In passing, it is clear our soldier boys have time for the study of other than military matters. Particular attention is evidently given that of feminine beauty. We can see our soldier of the advertisement has just made a gratifying examination of his enamorata's "finger tips." Now he is about to enjoy a peep at those "rosy glow" lips. But are we to presume that the study of her "shapely toes" has already taken place, or is that a treat still held in store?

GIVING "REASON WHY" FOR RATE INCREASE

In announcing an increase of one cent a line in their advertising rates to go into force after September 1st, the publishers of *Saturday Night* give some interesting details of increased production costs. They have tabulated the articles (including labor) entering into the production of their paper, showing the former prices, the present prices and the percentage of increase. Book papers, for instance, show a percentage of increase varying from one hundred to a hundred and fifty; inks from twenty-five to three hundred per cent. Labor, it seems, shows an average increase of nearly twenty-nine per cent. In giving these particulars *Saturday Night* easily justifies its position in asking for an increased rate for their advertising columns.

BARBER-ELLIS BACK IN ADVERTISING

It requires quite as much courage to resume advertising as it does to discontinue it in days such as these. After an absence of four or five years from general advertising pages Barber-Ellis Co., of Brantford, are back in advertising again. For the present, special lines of papetieres will be promoted through mediums of national circulation.

MAGAZINES—THE NATIONAL MEDIUM

The Newspaper and the Magazine Compared as to National Merchandising Influence

MAGAZINES and similar periodicals of general circulation, edited to appeal alike to people in all or large sections of the country, may be said to be the only truly national medium. Newspapers, posters, street cars, etc., are essentially local in their appeal and influence, and are generally regarded as intensive mediums—as compared with nationally circulated periodicals which are recognized and used as *extensive* in their appeal and influence.

National advertising and national advertisers are unquestionably the outgrowth of the magazines. The biggest advertisers on the continent made their small beginnings as national advertisers in the magazines. Many of the firms which are the biggest advertisers to-day, whose goods are the best established in every community in the United States and Canada, were magazine advertisers years ago when the volume of magazine circulation in the United States, in proportion to the population, was smaller than what exists in Canada to-day. Many of these advertisers originally confined their advertising to the magazines. Some of them have been exclusive magazine advertisers during all the years since they began.

It would be interesting to take the list of 10,000 or 12,000 firms who are listed as national advertisers in the United States and check off those which *became national* advertisers by running "a little advertising in a few magazines." Many of them began in a small way in a few magazines. Later, they took on a few more magazines, and in many cases increased their space. Then as the national influence of this advertising was felt in different sections of the country their magazine advertising was supplemented with posters or a little newspaper advertising or dealer helps and window displays.

It is estimated that the national advertisers of the United States spent approximately $50,000,000 in magazines and nationally circulated periodicals (not including farm papers) last year. If we supplement this by the amount spent in window display material and dealer helps, which are the natural outgrowth and so often the accompaniment of a national magazine campaign, the amount would probably be doubled. It is estimated, on the other hand, that the total amount spent in newspaper advertising by the firms who would be recognized as national advertisers did not total in excess of $25,000,000. These figures might well be considered as representing the combined jugdment of all these advertisers as to which mediums most economically and most effectively serve their purpose in securing distribution

and sustaining the widespread consumer demand.

But this is true, you will say, of the advertising situation in the United States. Perhaps you will admit the strength of the magazine from the national advertiser's viewpoint under the conditions which prevail across the line. In Canada, you may argue, however, the situation is different. Here, you say, we have not the volume of magazine circulation which would permit the magazines to be used as they are used in the States. All of which may be true. If magazines in Canada have not reached the limit of their potentialities, this fact means the degree and not the nature of their influence differs from that of the magazines in the United States.

Canada is a younger country. From an advertising standpoint we may be considered as about in the position of the United States fifteen years ago. If this is true, and your memory goes back that far, you will recall that there were then magazines in the United States and that most of the national advertisers were magazine advertisers exclusively. Probably nine out of ten national advertisers made a beginning with "a little advertising in a few magazines." Let me repeat that—"a little advertising in a few magazines." That has been the beginning of many a national advertiser in the United States. Very few of them have started with $100,000 to $1,000,000 appropriations. The beginnings of most of them were in the magazines—"a little advertising in a few magazines."

As they have grown to be bigger advertisers so the magazines have grown to be bigger magazines—bigger in size, bigger in circulation, more powerful in influence and in the natural course of events carrying a larger volume of advertising.

It is this point that should be borne in mind. That although the total circulation of the 100 leading American periodicals of national circulation is approximately 50,000,000 copies per issue, this volume of circulation was not available when the biggest accounts in the United States had their beginning. Nor even in the case of national advertisers who are just beginning now is all or even a large part of this circulation utilized. It is usually a case of "a little advertising in a few magazines." The bulk of the business of some of the biggest agencies in the United States consists of accounts spending less than $10,000 a year—advertisers who do "just a little advertising in a few magazines."

But you say again, the situation in Canada is different. In what way is it different as it affects such advertisers? It is said that the appropriations are not large enough—that the amount of magazine circulation available is not sufficient. But in the United States where the volume of magazine circulation may be sufficient, do all these advertisers in their beginning use all the magazines or even the biggest magazines?

How about these account with appropriations under $10,000? They certainly do not utilize the large volume of circulation available to them in the States. And so with the smaller accounts, the beginners in Canada. Even if we had a total volume of circulation ten times as large as exists. these embryo national advertisers would not utilize any greater number of magazines or any larger volume of circulation than is to-day available.

If the national advertiser with a limited appropriation must, as is sometimes argued, use the metropolitan dailies in Canada is it not equally true that the beginner in national advertising in the States with the limited appropriation should also use metropolitan dailies to the limit of his appropriation? Their influence is the same. Their circulation is concentrated where the greatest amount of retail trading is done. Their influence may be said to be greatest where there are the greatest number of retail merchants, in the metropolitan centres where the retail trade is easiest to cultivate—certainly relatively as easy to cultivate as in Canada.

The people in Canada are not so different, conditions here are not so different, the appeal and influence of the different classes of media are not so different as to alter the relative usefulness and value of the different classes of media in relation to a national campaign.

Let me submit that the development of new advertising, the beginnings of national advertising accounts, the development of small accounts into larger ones, is being seriously retarded in Canada because of the attempts which are made to do extensive advertising in intensive mediums. Can we not learn valuable lessons from the experience of those in the United States, who, in so large a number of instances, start with "a little advertising in a few magazines?"

Magazine circulation in Canada has been growing in volume and power during recent years to an extent which may not be fully appreciated.

A year before the war there was available to the advertiser in Canada a total of approximately 150,000 magazine circulation—not including the ciruclation of illustrated weeklies such as *Saturday Night*, the *Montreal Standard*, etc., nor the few religious and other periodicals which are sometimes included among mediums of general circulation. To-day there is available to the national advertiser a total of approximately 400,000 magazine circulation. Until the fullest advantage is taken of this volume of circulation in the development of new national advertisers who would naturally, under any circumstances, begin with "a little advertising in a few magazines," and until it is utilized to give backbone and a real national influence to the campaigns of many of the larger advertisers, there can be no complaint about appropriations not being large enough or the volume of circulation not being large enough. If a

relatively small appropriation will not permit the use of more than the leading metropolitan dailies in a Canadain campaign, and these metropolitan dailies are expected to provide the required service, what conditions demonstrate that relatively small appropriations in the United States should not also be used up in a list of metropolitan dailies, possibly, for a beginning, the section of the country most convenient to the advertiser.

It is true that some advertisers in the United States who desire to confine their operations to a limited territory follow this plan. Also there are many advertisers whose operations never extend beyond this territory. But we are considering national advertisers—and the metropolitan dailies of Canada cannot perform for such an advertiser different or more valuable service than the metropolitan dailies of the United States can perform for the advertisers of that country. Nor can the magazines in the United States perform for the embryo national advertiser in that country any greater or more effective service than can be performed for a similar advertiser by the magazines as they exist in Canada to-day. Just as the magazine as a medium and the national advertiser as a nation-wide distributor of his product have grown up together in the United States, so it will be true in Canada. Magazines are logically the national medium, they are the readiest, most economical and most effective channel through which to begin a campaign seeking national distribution and national advertising influence. And just as many national advertisers in the United States back up their "local" advertising in newspapers, posters, etc., with a certain amount of magazine advertising, so it would be well if in Canada more consideration were given to the utilization of the volume of magazine circulation which is now available in backing up the intensive advertising for which the newspapers are, by their local character and the limited zone of their influence, peculiarly adapted.

Why are so many national advertisers only partially satisfied with the effect of their newspaper campaigns in accomplishing their desired purpose? Why do we so often hear advertisers in Canada express the wish that we had more magazines—or that we could use the Canadian circulation of the *Ladies' Home Journal*," "*Saturday Evening Post*," etc.? Why is it that so much of the advertising appearing in Canadian magazines is of American origin—used to give the required influence in Canada to the overflow circulation of the American publications which they use? Why is it so difficult to develop new national advertisers in Canada? Is it not because the service which the magazines in Canada can alone most successfully and economically perform is too often overlooked or under-estimated?

The Retail Merchants' Association of Canada is issuing a monthly bulletin in printed form as a news and propagandist organ.

MEN AND MEDIA

THE Hon. George P. Graham, who has been President of the Montreal *Herald* for the past three years, has resigned this position to enable him to give more constant attention to his political undertakings.

* * *

Since the departure of Stewart Lyon to the front as correspondent for the Canadian Press the position of Managing Editor of the Toronto *Globe*, has remained unfilled. Wiliam Banks, Jr., News Editor of the *Globe*, has now been appointed Acting Managing Editor, while A. T. MacDonald, until recently Business Manager of Toronto *News*, has been appointed Acting News Editor.

* * *

W. F. Harrison, of Winnipeg *Telegram*, recently spent a few weeks touring Ontario and the Eastern provinces.

* * *

Kingston *Standard* probably holds the record for the number of special features conducted in a given period. No less than six special advertising features recently have been put on in six consecutive weeks, including the "Play Ball," "Economy Day," "The Picnicer's Page," "Real Estate Page," and "Buy-your-car-now Page." Each of these preceding features were run twice, and finally a six-page section given up exclusively to automobile advertising and news. These special features naturally stimulated local advertising in other directions.

* * *

Walter Willison, for two years war correspondent of Toronto *News*, and latterly Associate-Editor, recently resigned to accept an appointment on the staff of the Food Controller for Canada, Hon. W. J. Hanna. Mr. Willison is the son of Sir John Willison.

* * *

President T. P. Elliott has been re-elected as head of the London Ad Club for another year. Following the report of the Committee presented by C. Frank Adams, the other officers elected were: First vice-president, John J. Foot; second vice-president, C. L. Gray; secretary, T. H. Yull.

* * *

George H. Tyndall, formerly advertising manager of Regina *Leader* and subsequently Business Manager of Regina *Post*, has recently severed his connection with the *Post*.

* * *

Toronto *News* is now accepting liquor advertising.

* * *

On August 1st the six Toronto dailies will raise their subscription rates to two cents per copy, or four dollars a year. In explaining the increase editorially, the *News* points out the advances in material and production costs that have been endured for some time, and states that "It is doubtful if the

cent daily was ever commerically justifiable, for it threw upon the advertiser too much of the expense of entertaining the newspaper's readers. The people of Vancouver and Victoria do not begrude five cents for their daily papers, and it may be doubted if any of the dailies of Toronto will again sell for a copper."

* * *

The first number of the *Auto Club Journal*, official organ of the Vancouver Automobile Club, has just been published at Vancouver, B.C. Circulation has also been secured among several other auto clubs of British Columbia.

VANCOUVER ADVERTISING CLUB HOLDS FIRST ANNUAL MEETING

The recently formed Advertising Club, of Vancouver, held its first annual general meeting last month and completed its organization. There was a representative attendance present of the majority of the advertising men of the city, and much enthusiasm was shown in regard to the future of the club. Officers for the ensuing year were elected and installed as follows: President, Frank Parsons (Wood, Vallance & Leggatt); vice-presidents, Walter Carson (Henry Birks & Sons), and S. Toombs (B.C. Telephone Co.); secretary, Frank Harris (Crawford-Harris Agency); treasurer, Stewart Read (Vancouver *Sun*). A membership campaign was also instituted. It was also decided to offer a prize for competition open to all, for the best design for a club emblem. The meetings of the club will be held bi-monthly.

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DAILY WORLD

more than 50,000

SUNDAY WORLD

more than 100,000

BOTH

more than 150,000

Cost of 5,000 lines—

DAILY WORLD - - 7c.
SUNDAY WORLD - 9c.

Same copy in both Daily and Sunday World, 14c., a total of 150,000 for 14c. per agate line—less than 1c. per agate line for each 10,000 circulation in Toronto's brightest morning paper and in the largest and most widely read weekly paper in the wealthy Province of Ontario.

It is not necessary to wait for results from World advertising. They come immediately—direct—and are sufficiently numerous to be thoroughly convincing.

What We Sell to Advertisers

CIRCULATION

QUALITY

EDITORIAL CHARACTER

¶ The force and character of CANADIAN COURIER editorial matter appeals to and holds the average citizen, both men and women, as well as the leaders in business, public and social life in Canada—the people with a surplus to spend on advertised products.

PRESTIGE

¶ The importance of a wide National circulation adds prestige to the advertising copy, and the effect of "Bigness" enhances the value of the space used.

EFFICIENCY IN SELLING

¶ "From all Canada to all Canadians"—The aim of CANADIAN COURIER is to interest a quarter of a million Canadian readers every week in our people, places, problems, polities, institutions, literature, business—and advertising. And there's a straight new world punch behind it all.

QUANTITY

50,000

Average Net
Paid per Week
Guaranteed

¶ A. B. C. AUDIT

¶ Rate 30c. per line

CANADIAN
COURIER
TORONTO

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, August, 1917 No. 8

J. R. KIRKPATRICK, TREASURER OF E. W. GILLETT COMPANY, LIMITED, (See Page 9)

Who Can Miss It?

THE attention-getting value of Poster Advertising is only a matter of good design. The huge size of a poster (10 x 25 ft.) and its position every few blocks on the city streets assure conspicuousness, while, as for design, the best designers in the world are producing posters. Poster Advertising has succeeded with national and local advertisers, first of all, because it IS seen.

USE POSTERS

Estimates on Poster Advertising for any part of Canada can be secured promptly and free of charge by addressing the Secretary or any official representative.

POSTER ADVERTISING ASSOCIATION OF CANADA

W. W. SCANE, Sec. CHATHAM, ONT.

OFFICIAL REPRESENTATIVES

Canadian Poster Company	Lewis Building, Montreal, Que.
Harry Duker, Limited	Vancouver, B.C.
A. R. Kent	907 Kent Building, Toronto, Ont.
London Bill Posting Agency	London, Ont.
The Lindsay-Walker Co., Limited	Winnipeg, Man.
E. L. Ruddy Co.	11 Wellington St. East, Toronto, Ont.
Wadsworth-Nathanson Co.	501 C.P.R. Building, Toronto, Ont.

St. George, Automobiles, for Instance

SIXTY-FIVE (65) motor cars trade into the village of St. George, Brant County, Ontario, from within a radius of only five miles.

HERE ARE THE MAKES:

39 are Fords	5 Overland
7 Maxwell	1 Reo
6 Chevrolet	1 Gray Dort
6 McLaughlin	

Bear in mind that Paris, Galt and Brantford are each only eight (8) miles away and, of course, each of these are important "buying centres."

St. George is a typical village, slightly larger than a hamlet. It is the "buying centre" for the surrounding rich rural districts within the five-mile radius mentioned.

For important purchases the farmers' wives go into Brantford, or to Hamilton—22 miles away, or to Toronto—59 miles distant, where almost every family goes once or twice a year, in any case on a shopping expedition.

There are 162 centres like St. George in rich rural districts throughout Canada. There are 330 smaller villages and little hamlets and 302 larger towns which do not boast a local newspaper of their own.

EVERYWOMAN'S WORLD and RURAL CANADA afford the one economical and efficient means through which to reach and sell your goods to these rural, village, and small-town people.

At least 70 per cent. of all of the goods sold in Canada are purchased by these people. Their trade is tremendous. In these war-times, their purchasing power is exceedingly great—much greater than one will readily believe.

Why, on auto tires alone for those 65 St. George cars there will be spent $6,500.00 annually!

SO much for the East. Let us consider autos in the West.

6,000 AUTOS PARKED

There were over 6,000 autos parked at one time at the Brandon, Manitoba, summer fair in July. Two weeks previously there were nearly 7,000 autos parked in Medicine Hat at the annual "Stampede."

Most of these were Western farmers' autos!

Keep these facts in mind as you analyze your market for your goods. Keep your eye on the war-time development of our Canadian farmers and remember you will want their business first, now and hereafter.

YOU'LL get their business most efficiently and most economically through RURAL CANADA and EVERYWOMAN'S WORLD with your advertising therein, all linked up to the retail trade for you through EVERYWOMAN'S STOREKEEPERS. Ask your agency.

CONTINENTAL PUBLISHING CO., LIMITED

TORONTO - MONTREAL

New York Philadelphia Chicago London, Eng.

"The Biggest Feature MACLEAN'S has yet had"

—so says the Editor, T. B. Costain. He speaks of the new Serial, "THE PAWN'S COUNT," by

E. PHILLIPS OPPENHEIM

This Serial begins in the October MacLean's. Oppenheim is one of the world's greatest living romancers—a British author.

MACLEAN'S MAGAZINE

Gets Better All the Time

—bigger and better, and better liked. Note these two letters, typical of hundreds received every month from subscribers when remitting their renewal payments;—

SIRS—Enclosed herewith please find cheque for my subscription to MACLEAN'S MAGAZINE, One Dollar and Fifty Cents, from August, 1917, to August, 1918, inclusive.
It is with great pleasure that I take up my monthly copy of this Magazine, both on account of its truly CANADIAN character and because of the excellence of its contents. During the time I have been a subscriber to MACLEAN'S the issues have continually increased in good stories and valuable reviews of public men and events. It is with great pleasure that I give you this idea of my feelings toward your publication. S. H. FRIER,
August 6, 1917 Toronto

SIRS—I have your circular letter of July 24th, and have much pleasure in enclosing $1.50, renewal subscription to MACLEAN'S MAGAZINE for the coming year, and when doing so I wish to offer my congratulations to the management of the Company upon the high standard which your Magazine is attaining. The time was when Canadian readers had no alternative but to purchase American magazines when they required reading matter. I am glad to say that MACLEAN'S and a few others are now rendering such a course unnecessary. H. W. LAWLOR,
August 14, 1917 Hawkesbury

By the way, read Lord Northcliffe's article in the September MACLEAN'S.

50,000 COPIES FOR OCTOBER will be printed—absolutely necessary to accommodate the growing circulation of MACLEAN'S. The guarantee to advertisers is 40,000, A B C basis. The new rates (effective October 1st, 1917) are based on 40,000, A B C basis. An edition of 50,000 gives an advertiser 25 per cent. plus value.

Full announcement in reference to our new rates and plan for putting them into effect was mailed on August 24th. Look up your copy, or send for one if it has been mislaid.

The MacLean Publishing Co. Limited, Toronto

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, Eng.

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Sensational Imitations of Straight Editorial Matter Deserving of Wider Use Advocated by this Contributor.

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

In future the advertising rates for ECONOMIC ADVERTISING will be based flat charge of $25.00 per page. Extra for color and position, as follows:

Full page	$25.00	Centre Spread	$50.00
Half page	12.50	Outside Back Cover (two colors)	35.00
Quarter page	6.25	Inside Covers	30.00

Extra Color, per page.....Additional $10.00

It's All In The Service

NP

That Multitude of Detail

When you have a campaign extending over several months and using a fairly large list of publications, the details involved require constantly careful attention.

Unceasing vigilance must be exercised to see that every dollar paid for space does the full work expected of it.

The campaign must be properly planned, copy written, drawings and plates made, and the lowest possible rates procured.

Each insertion must be checked for size, position, appearance, proper keying, etc., etc.

This Agency has a staff and equipment capable of doing such work to your complete satisfaction.

Write, wire or phone us to have one of our representatives call.

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BUILDING

TORONTO CANADA

Telephone Adelaide 2231

Economic Advertising
A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, August, 1917 No. 8

STRAIGHT TALKS

THE DUTY OF BUYING

THE whole fabric of social organization is based upon reciprocal purchasing. To buy is to benefit not only the buyer, but the seller, and, indirectly, every individual who has, no matter how remotely, contributed to the production of the article sold.

These days people are deluged with half-baked advice as to the necessity of reducing expenditure. We are told that to do so is essential if the war is to result in an allied victory. But it is by no means clear that a wholesale reduction in personal expenditure would have such a result. On the other hand, it is perfectly clear that if everyone bought only such things as were absolutely necessary to keep body and soul together, we should increase our national troubles without being a bit farther ahead in a military sense.

What are the absolute necessities of life anyway? Reduced to the final analysis, they would form but a meagre percentage of the articles considered necessary by every man and woman in the land. People could, if they chose, live on in the most primitive style. The coarsest food, the simplest, most durable clothing; a weather-tight roof and walls; these comprise the absolute necessities. But what a vast upheaval of society, what a complete abandonment of the decent amenities of civilization would occur if the advice of the super-economists were to be followed to its logical conclusion.

Sanity and balance should, and will, rule Canada in times of stress as in times of ease. The people can be trusted to exercise as much thrift as is called for by their personal necessities. The advice of the pessimist, fortunately, is not very widely heeded. For Canadian men and women have sufficient sanity to see where such advice logically leads.

The war will be won by the Allies, not by tight-wad tactics at home, but by sound strategy and invincible bravery in the field,

Three-Fold Service

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

made possible by funds supplied through the wealth-producing labor of the people who stay at home.

BUYING NEWSPAPER SPACE FOR WAR LOAN

ON the occasion of the first United States war loan, much comment was aroused in professional advertising circles over the presentation of free space to the nation by publishers.

Now that a second loan is being considered, the publishers "across the line" are taking the position that the necessary advertising should be bought and paid for.

To this position little exception can properly be taken. Space is the publishers' merchandise. It is recognized by commercial advertisers and should be so recognized by the nation even in times like these.

In Canada, the Government pays for its loan advertising like it does for its other advertising. And, when properly placed, that advertising is worth every cent that is paid for it. The people engaged in publishing newspapers, with the incidental production of white space for advertisers, are behind no class of the community in practical patriotism. They give freely as individuals. And, what is more, the very nature of their business enables them to give even more in their business capacity. For they boom every decent patriotic move with unceasing vigor, giving an editorial co-operation to the nation's advertising efforts whose worth it is absolutely impossible to calculate.

A PRINCIPLE RE-VINDICATED

A VERY widely advertised beverage in the United States is "Moxie." For several years the manufacturers of this drink have exploited the name with consistent persistence. Naturally, this advertising policy has had the effect that all good advertising men would have prophesied for it. It attained an enormous sale. But, just as naturally, along came the imitators with strenuous efforts to break in on the popularity thus created. A concern in Chicago, stepped into the field with a drink labelled "Proxie." Immediately the Moxie people took legal steps to have this stopped. They claimed, and with good reason, that the similarity of the two names created confusion in the public mind as to which was which. The trial judge agreed with the view of the plaintiffs with the result that "Proxie" as the name of a drink must retire into the limbo of things forgotten. While it is doubtful to what extent the judiciary of Canada base their decisions upon U. S. precedents, this Moxie vs. Proxie case will probably be cited in the future should a case of similar purport make its appearance in a Canadian Court.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL

Branch Canadian Newspapers Ltd., EDMONTON, ALTA.

Advertise Where People Have the Money to Spend

The heavy rains of the past few weeks have assured Alberta another bumper crop.

Alberta is Prosperous

Over 18,000 automobiles have been granted licenses this year, and Albertans have the money to spend, not only on necessities, but on luxuries that appeal to them.

The Calgary Herald

is Alberta's largest daily. It covers this rich field thoroughly. Write our Service Department for information.

The Herald Publishing Co. Limited
Calgary, Alberta, Canada

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

ARE YOU WATCHING

WINDSOR

and Border Cities Grow ?

Population Now 37,000

The Evening Record

Only Canadian Daily Within Fifty Miles.

Circulation, July, 9,679

RATES (Plate)

Under 1,000 lines	- -	3½
Over 1,000 "	- -	2¾
" 5,000 "	- -	2½
" 10,000 "	- -	2¼

JOHN A. McKAY, Publisher

Mr. National Advertiser
Don't Forget

The Eastern Townships

The most prosperous district of Quebec. Twelve rich counties.

The population is 100% Canadian. 75% French Extraction.

The Paper that Covers the Field Thoroughly

LA TRIBUNE

SHERBROOKE, QUE.

Daily Circulation in Excess of **8,000**
Ask for Particulars and Rate Card.

JOSEPH REED KIRKPATRICK

Treasurer of the E. W. Gillett Co. Ltd., also Treasurer of the Association of Canadian Advertisers

A Man's Work is a Photograph of Character

WHEN a business grows from humble circumstances to a position of national dominance, it would be as untrue as it would be unfair to ascribe its progress to the force of natural market expansion. The display of such commercial virility proceeds from within rather than without. It is usually the sequence of sound guidance and organization, harnessed to the work of discovering and utilizing market possibilities.

It was in one of those off-moments, when business and pleasure co-mingle, that I gained my first impression of the sincerity of man and purpose. It is only to be expected that a personality which cannot respond to shallow superficiality when "off duty" as it were, should in actual business, find its greatest enthusiasm in solid, telling effort.

J. R. Kirkpatrick is exacting to a degree. He demands much of himself and his work. He expects as much from others and theirs.

Probably it is this characteristic keenness for definite, tangible qualities and records that has earned for him among his friends the sobriquet of "Iron Man." Certainly it is traceable in the success of his advertising efforts.

The sixty-five years that the E. W. Gillett Company has been making household commodities would take us back to the days when market development was left largely to the whim and favor of the public. Quality of product, dealer goodwill and trade salesmen were the only stanchions on which was built the structure of business. To rely only upon these now, in this day of aggressive and intensive market development, would be to suffer commercial stalemate, or at best but tardy progress.

Fourteen years ago the E. W. Gillett Company commenced to cultivate broader markets through advertising. The effort marked a milestone in the progress of the firm. Small though it was, the

E. W. Gillett Company's Ads that are well-known throughout every section of Canada

There's a profitable market in Kitchener and Waterloo for

AUTOMOBILE ACCESSORIES

In Kitchener there are 600 Automobiles, in Waterloo an additional 225, and in the constituency of North Waterloo 1,200 cars.

$240,000 are spent every year in accessories, repairs and upkeep of these cars.

Reach these prospective customers through

The News Record

Member A.B.C.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

ADVERTISING MEN!

Whether you are old or young, inexperienced or of long standing in the business, you know that advertising revenue is the principal support of any publication.

ECONOMIC ADVERTISING is no exception. Our advertisers buy our space to attract your attention to their various propositions. By giving them your attention you not only gain information which it pays you to possess, but also help us materially in building up a truly helpful publication.

THE PUBLISHERS

result was gratifying. Year by year has seen consistent increase.

Ten years ago J. R. Kirkpatrick came to Toronto. For the past eight he has guided the advertising efforts of the E. W. Gillett Company from one successful period to another. These have been years of doubled effort, of continued increases, of uninterrupted progress. To-day, hardly a general medium of importance but carries "Gillett copy," and Gillett products have become household words in every corner of the Dominion.

Newspapers have always furnished the basis of Gillett campaigns, though of later years the important influence of the magazines has been utilized with increasing scope. Billboards, too, have been called into play with gratifying result, making the contact with the public complete from all angles. One Gillett practice has now become almost a tradition—to secure the best positions, preferable top of page and apart. The attention Gillett copy receives is a thorough justification of Gillett policies.

So confident and enthusiastic for the future of Canada, one would little think that J. R. Kirkpatrick was born across the line in the state of Pennsylvania. A suggestion of his interest in Canada and Canadian advertising affairs may be gained by the fact that he was one of the little group which, three years ago, organized and established that helpful, energetic body, the Association of Canadian Advertisers. In fact, he was given the honor of being its first president and to-day holds the office of treasurer.

In these tangling days of disruption and disarrangement, Canada has need of many stabilizing factors and influences, and the call was never so urgent as now for men of such sterling worth, iron fibre and moral backbone as Joseph Reed Kirkpatrick.

SENATE PROTECTS LIQUOR ADS

TWO amendments have been made in the Senate to the government bill to promote the application of provincial prohibition measures.

By twenty-two to thirteen the Senate voted to strike out the provision forbidding, by any province that passed a law against it, the circulation of newspapers and other publications containing advertisements of liquor.

By a vote of twenty to twelve the clause was struck out providing for the prosecution at the place liquor was received of a man who sent it from a wet to a dry province contrary to law.

DON'T STOP

When someone stops advertising,
Someone stops buying.
When someone stops buying,
Someone stops selling.
When someone stops selling,
Someone stops making.
When someone stops making,
Someone stops earning.
When everyone stops earning,
Everybody stops buying.
Keep going.
—J. J. Geisinger in *Printer's Ink.*

Do You Know The Real Conditions In Your Canadian Market?

On several occasions manufacturers have told us that they knew all about the conditions in their market but an investigation showed how very little they **really** knew.

If you are not certain that you have accurate information regarding your product—its competition, its standing with the trade and its possibilities for expansion, we will be pleased to make a preliminary or an intensive investigation for one city or the entire Dominion.

We do not send men from coast to coast once or twice a year to gather information about conditions generally—the crops, the bank clearings, etc. Anyone can get that from the daily newspapers.

Our connections in every section of Canada are such that we "fine comb" every source of information with men who live right on the job, and each product requires an individual report.

If you become our client the investigation will cost you nothing.

It may pay you to get in touch with us.

CANADIAN ADVERTISING AGENCY
Limited

R. S. Muller, General Manager
Unity Building, Montreal

"Ask those we Serve"

WHY NOT MORE "READERS"

Sensational Imitations of Straight Editorial Matter Deserving of Wider Use Advocated by this Contributor

By J. Wallis Browne

OPINIONS apparently differ among advertising men as to whether or not patent medicine advertising should be mentioned in the same breath with other advertising. Some say it is disreputable advertising. Some advertising men profess to have principles so lofty that they will not permit their own copy to appear on the same page with a patent medicine advertisement. Certain publications claim it as their chiefest virtue that they admit no patent medicine advertising into their columns. At the same time, the patent medicine advertiser persists. Take away patent medicine advertising and many publications would present a very barren appearance.

Now, the writer does not propose either to defend or to condemn patent medicine advertising. But there is this one thought that the average patent medicine advertisement arouses in his mind with unfailing regularity—the patent medicine people UNDERSTAND ADVERTISING.

Never mind, for a moment, any consideration of the actual merits of any kind of patent medicine. The "dope" itself may be good, bad or indifferent. It may kill, or it may cure. It may be colored water or it may be disguised whiskey. Or it may be, as it more often is, a bona fide preparation of standard drugs of known merit in the treatment of certain human ailments. But whatever its composition, its

AMAZING SUCCESS ACHIEVED BY TANLAC ALMOST INCREDIBLE

Facts About Tanlac

Leading Canadian and U.S. Drug Firms Tell of Sales

Will Build Canadian Plant at Early Date

Canadian Munitions Inspector Testifies

helpfulness or harmfulness, it is usually advertised with a skill not so frequently found in the advertising ofother things.

The "Tanlac" advertisement re-

Highest Grade
ELECTROS
AND
STEREOS

PROMPT and EFFICIENT SERVICE

Rapid Electrotype Co. of Canada, Limited
MONTREAL TORONTO WINDSOR

USE
THE REGINA
MORNING LEADER
TO COVER
SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:
TORONTO—E. J. Guy, 302 Royal Bank Building.
MONTREAL—R. Bruce Owen, 123 St. Peter Street.

produced here is typical of the sort of copy that has been used recently to exploit this medicine.

While the word "Advertisement" set at the foot of the ad lets the publisher out in the usual manner, the copy cannot be otherwise distinguished from straight reading matter.

This, of course, is its first point of strength. It is paid for at extra rates on that account. Now it may be argued that the insertion of a "reader" is a form of deliberate deceit that is more apt to arouse the anger of the person who reads it than it is to evoke any interest in the product advertised. But it is doubtful if this argument will hold water so far as the general reader is concerned. That this method is successful in interesting readers to the buying point may be deduced from the circumstance that patent medicine advertisers continue to utilize this form of advertising.

THE REAL EFFECT

According to some views, the average reader must be disgusted when he finds himself reading an ad under the impression that it is something else. Usually, however, he is not. It is likely that in the majority of cases he doesn't stop to consider whether it is reading matter or advertising. He gets interested in it for its own sake, by reason of some point of contact it establishes with himself. This point of contact interests him to the exclusion of all other considerations. If it did not accomplish this he would not read through it. And he gets interested in it more

readily because he is not, at first, fully conscious that it is advertising matter. Having read it, he receives some sort of an impression concerning the thing advertised, but little, if any, impression that he has been deceived—swindled into reading something under false pretences. If, indeed, the effect of a "reader" were to create such an impression, to any considerable extent, the publishers could not accept such advertising and remain honest men. And who is going to accuse our publishers of deliberately allowing their readers to be deceived—for a monetary consideration?

"READERS" DO THE WORK

No. The big fact to retain before your mental vision is, that a big "reader," four columns wide cluttered up with sub-heads and entirely innocent of pictures, can unfailingly attract and hold attention to the sales-making point.

Now, then, if a patent medicine advertiser can inject sufficient news value and general human interest into a "reader" to make it pull big results why it is that advertisers of other articles do not more frequently avail themselves of the peculiar advantages this form of publicity presents?

Its extra cost is, doubtless, an important factor; but if it possesses pulling power its extra cost is thereby justified.

At any rate, there seems to be no good reason why a multitude of other products could not be as successfully advertised as can a patent medicine, by the means of sensational "readers."

NEWSPAPER PUBLICITY FINDS MISSING GIRLS

"LAST WEEK," declares Mrs. Grace Humiston, special investigator of the New York City police department, "the New York *Evening Journal* published the pictures and stories of missing girls. From this publicity three girls have been found. And each one read the story of herself and wrote to me.

"Yet we are blamed for 'using the newspapers' as a medium. Even the mother of one of these recovered girls dreaded to have her daughter's name in print.

"Shrinking from publicity is what those responsible for missing girls rely upon to shield themselves.

"Turn sunlight into cellars and by some divine alchemy flowers and verdure spring where rats and vermin reveled in the darkness.

"I found a trace of one missing girl some time ago, and told the family lawyer. He suggested that there be no publicity and no attempt to bring her back home 'for the sake of her family.'

"I am not in this work for the sake of any family, but for the sake of the girls, and they are coming back if I can bring them. If the home is closed to them, then, Ruth Haven shall be wide open."

Economic Advertising is well worth its subscription price of One Dollar a year. Send along your dollar to-day.

SOMETHING NEW IN AGRICULTURE

Money-making Ideas Advertised to Ontario Farmers—Dr. G. C. Creelman, Commissioner of Agriculture for Ontario and President of O. A. C., Guelph, Doing Valuable Work—By Chas. C. Nixon

CHARLES FREDERICK HIGHAM in his new book, "Scientific Distribution" (which all live advertising men have read or are reading now), says:

"If we gave to our thought a fraction of the consideration we give to our physical selves, miracles would at once occur."

Enlightened advertising men are all sold to the terrific power and efficacy of advertising in selling goods or commodities.

And they are coming rapidly to appreciate "how infinite are the possibilities of the scientific distribution of thought."

One angle of this newer application of advertising is being demonstrated—and I believe quite effectively—right here at home, in the last place one would expect to see it in action—the government, the Ontario Department of Agriculture.

Read one of the current full-page advertisements as reproduced herewith and you catch the idea at once.

No need to elaborate on this or go into details for advertising men; it is self-evident how this idea, this distributing of thought will get in its good work tremendously economically and with efficiency as compared with the old-time costly personal method—"the voice crying in the wilderness."

I have not taken the time to find out as to just what schedule of space is being run, or what farm papers are being used, but I have observed that enough space is being taken in enough issues of the leading mediums to everlastingly impress the readers with the merits of the ideas being advanced—full pages every time and back covers when they are available.

Let us appreciate this point by

Organized marketing on a business basis
means increased profits for you
It can be done, too—that's certain, because Ontario farmers are doing it now
Continuous Supply—a Vital Factor
Study Markets and Market Conditions
Working Together for Mutual Benefit
THESE FACTORS MAKE FOR SUCCESS
Grading Comes First
Then Packing and Finish are Important
Ontario Department of Agriculture

reading two paragraphs from Mr. Higham's book.

"One of the most fascinating bits of machinery to watch is a pile-driver. It drops its weight in sudden, jerky movements. With each stroke it makes a tremen-

dous noise. The pile is thrust deeper into its bed by dint of a series of irresistible, monotonous concussions. The blows are relentless, each one 'makes good.' "

"In just such a manner could an advertisement thrust ideas into peoples' minds. Its strokes would have the same dynamic quality, the same slightly sensational sound. Its forcefulness would be as concentrated, therefore as sure. It would make a vivid, irresistible impression where a long-winded verbal or written announcement would have no effect at all."

Ah! that's the idea! Mr. Higham is to be congratulated on his apt expression.

Dr. Creelman is to be commended for thinking out and getting action on his ideas, which are being distributed through advertisements to Ontario farmers. His deputy, Mr. Justice Millar, until recently editor of the *Canadian Countryman*, is to be praised for the excellence of the treatment given to the matter in at least some of these advertisements which I have noticed. Let us not discuss whether or not they could be improved by the trained eye and hand of the technical advertising man. The idea is the point I want to consider just now, especially because it opens up such a fascinating field of opportunity in Canada "to establish the scheme of making known on its proper basis, as embracing *the direst need*" in this country to-day—both as regards Canadian manufacturers and educationists.

Read carefully and think over the following paragraphs by Mr. Higham on *creative advertising* and you'll realize a valuable "foreshadowing of the fine uses organized publicity will be put to in the years to come.

"Some people seem to think we've reached the summit of endeavor. The fact is we've only just begun. We may fly in the air and move under the sea, so inventive is the modern brain; but we've not yet produced an entirely healthy, prosperous, clear-thinking nation, and until we have done that we've failed.

"Advertising is the quickest, most efficient way of accomplishing these ends—because its method is to startle, impress, educate in the shortest space of time. Should the Board of Health try in a scientific way to reduce tuberculosis, by making it imperative that every one should sleep with open windows, it could drive the lesson home to every one in a few days' time. When a few salient, well-tabulated facts concerning illness and fresh air glare at every man and woman in big type from the pages of their favorite journal for a week, a nasty suspicion would be left in their minds that those facts were true. They would then begin to act; and bit by bit the windows in cottages, villas, tenement buildings and servants' attics would open wider to the good fresh air, until every one lay with a healthy breeze fanning his face as he slept.

"Habit—that is all.

"Advertising has fostered more good habits than any other force. This statement is made without qualification of any kind."

MORE ABOUT THE PRESS AGENT

Good Press Agent with "Nose for News" Valuable to Editors —The Story is the Main Thing—Legitimate Field for the Right Men—By W. E. McTaggart

THE Press Agent—is he as bad as some would have us believe? Does he not justify his existence or is he one of those parasites with which editors must put up with? I think not.

The press agent who knows his business, who understands editorial work as it actually is done in newspaper offices, who has common sense and last of all good news sense, is liked by nearly every editor in the country. Naturally there are some editors who have no time for press agents—just because they are press agents and for no other reason. But yet they are the men who would run with open hands to the very same press agent if he had a good story.

The press agent, generally speaking, as I know him in Western Canada, justifies his existence. There are some, of course, who make themselves obnoxious, but leaving the few in this class out of this discussion, the average man who is trying to "put over" his proposition, no matter what it is, generally does his work well. He pleases those with whom he comes in contact. He tries to get news into his stories, and when he does that he can get his proposition over and in nearly all cases the stories are well written.

While with the British Columbia Government my work was to make British Columbia fruit as widely and as well known as was possible to the people of Western Canada. We relied chiefly on advertising to make known the surpassing qualities of the B.C. products, but many, many times good news stories have broken about fruit and quite naturally I wrote the stories and gave them to the newspapers. These the editors were glad to get because there was news in them. I knew full well that no editor would run a blatant story which bristled with superlative statements about B.C. fruit. We did not want that nor did the editors; but a real news story they wanted and were glad to get it.

A press agent who hasn't the sense of news should be politely told that his stuff is not wanted; his stories are nearly always full of fulsome and inaccurate statements that mean nothing, and do more harm than good.

But there is a legitimate field for the press agent. Newspaper men are glad to know the reliable press agents, especially those who are connected with some large corporation or industry of some kind. To these men the reporters can go freely and secure information. Detailed reports correctly written with the facts clearly and concisely set forth together with any interview which the president or general manager of the concern may wish to make, are, in nearly all

cases typewritten by the reliable press agent before the reporters call. With this information, which they might otherwise have been unable to secure, they return to their newspapers and give the public accurate information authoritatively written from the facts. Many times in the past, before the day of the press agent, have reporters had to glean from this quarter and then from that a few facts sometimes distorted according to the whims of the informant, until they thought they had a story. The reporters themselves knew that their stories were not as complete as they might be, but yet no one would give them any information, so what were they to do? But the more aggressive concerns are no longer blind as to the necessity of giving the public the facts. The advertisement of the Wm. Davies Co., which recently appeared in nearly every Canadian daily, demonstrates this fact. The Wm. Davies Co. has the right idea. Their position is much stronger than it was before; if they were insincere they wouldn't have had the nerve to advertise.

The paid publicity man in the employ of some firm, corporation or industry that is doing business in the right way and has from time to time need of publicity, they invariably have their cases set forth in the right light at any time of controversy and the newspapers are glad to get the facts.

There is a legitimate field for press agents who have the real idea about news, but for those publicity parasites who are all the time trying to tell the public about their own hidden-behind-a-bushel proposition the editors have no time.

There are a good many press agents in Canada who are well and favorably known by nearly every editor from coast to coast, and they are welcomed sincerely wherever they visit the editorial rooms. The editors welcome them because they know that if their visitor has anything to give out that it will be newsy. And last of all a good press agent works for his employer, not for himself. The self-advertised press agent has flown to greener fields where perhaps boom days are still breaking every day—but not in Canada.

WHY SAY "ADD"?

AMONG the minor ills that afflict and render peevish the advertising man during the hot weather is the use by many persons of "add" instead of the abbreviation "ad." In Great Britain, where people are said to be notoriously punctilious with regard to the use of words, they commonly say "advert." This, indeed, is bad enough. But "add" is infinitely worse, because it has no semblance of a connection, except in sound, with any abbreviation of "advertisement."

It is for advertising men in the United States so to cultivate Canada that that big country will be open to our trade and enterprise after the war.—*Advertising News.*

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

FIXING a puncture on a hot day is, to say the least of it, disagreeable. But suppose you were in a position where you had to take off a tire and put in a new tube and some lunatic came up and lassoed you. Would you

DOMINION TIRES
TO THE RESCUE!
Tire Troubles
A sense of security—a freedom from tire troubles—and a new enjoyment of motoring luxury—all come with
DOMINION TIRES
"Nobby Treads"
are the most economical—the least expensive tires you can put on a car, mileage considered. The first cost is slightly higher, but they are as nearly puncture-proof as it is possible for a tire to be, and wear nearly twice as long.
"Chain Treads"
—at their price—have any other tires "beaten a mile" for service and easy riding. You are safe from ordinary tire troubles when safeguarded with Dominion "Chain Tread Tires".
Canadian Consolidated Rubber Co., Limited
HEAD OFFICE MONTREAL
DOMINION
26 Branches Throughout Canada

Old idea poorly applied

like it? Not much! Yet the Dominion Tire ad here reproduced conveys such an unwelcome impression. Here we have a gentleman in the costume of a deep sea fisherman, carefully labelled Tire Troubles, committing a cowardly attack upon an unsuspecting motorist who already has undivided troubles enough to occupy his attention. "A sense of security" commences the ad. Sense of security, indeed! Sense of impending danger would be more fitting. But of course the idea is that the kind fisherman is flinging a real tire to the unfortunate motorist to relieve him from his tire troubles. Then why work out the old-time lifebuoy idea in such an exaggerated form?

* * *

The illustration in the Lux advertisement is very skilful. The Frenchy saleswoman is assuring the stylish customer that the frilly undergarment will wash perfectly. Then the copy goes on to kill two birds, so to speak, with one stone.

LINGERIE
It will wash perfectly, madame
It's no uncommon thing for the saleslady to mention LUX to help her make a sale. So widespread is the reputation of these dainty, little satiny soap wafers that almost every Canadian woman knows about LUX. If you don't—just get a package to-day. It shows the modern way to perfectly washed silks, woollens, laces, lawns, crepe-de-chines, etc., without rubbing.
LUX
Won't Shrink Woollens
British Made, by
LEVER BROTHERS LIMITED, TORONTO
and sold by all good grocers

Almost perfect

No further reference is made to the frilly undergarment or to the ladies connected therewith. But the point is made that Lux will wash any dainty article of apparel to perfection, while at the same

Brief but effective

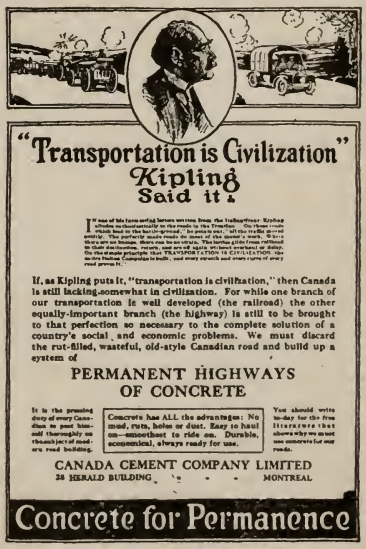
time a subtle suggestion is conveyed that will undoubtedly have the desired effect upon every saleswoman who sees the ad. Lever Bros. do not come out bluntly, as some might do, and ask her to give her recommendation. They merely suggest that up-to-date girls behind lingerie counters recommend Lux as a matter of course. And it's dollars to carpet tacks that saleswomen who read this advertisement, who have not formerly done so, will willingly push Lux without money and without price. All told, this Lux ad approaches the 100% perfect class.

* * *

One of the most striking little ads seen recently is that of the Hyde Park Cigarettes. Just the name and the phrase, "Delicately Mild." But its positive brevity and general get-up are equally suggestive of "real class." True, there are probably points concerning Hyde Park Cigarettes that deserve more extended mention, but in view of the tremendous variety of cigarettes now available, and of the alleged similarity of talking points relating to each brand, it may well be that such points are more powerfully made when left to inference.

* * *

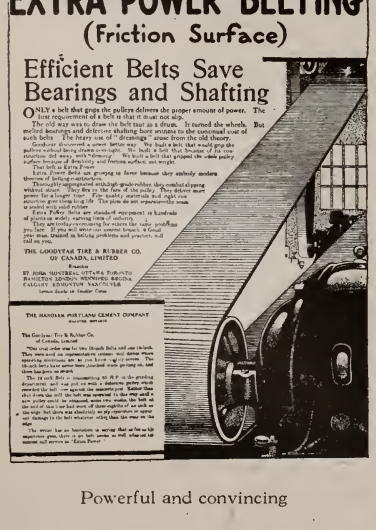
If Kipling said it, it must be right. The word of such an authority is final. Still, there are many who will cherish a mental reserva-


"Transportation is Civilization"
Kipling
Said it!
If, as Kipling puts it, "transportation is civilization," then Canada is still lacking somewhat in civilization. For while one branch of our transportation is well developed (the railroad) the other equally-important branch (the highway) is still to be brought to that perfection so necessary to the complete solution of a country's social and economic problems. We must discard the rut-filled, wasteful, old-style Canadian road and build up a system of
PERMANENT HIGHWAYS
OF CONCRETE
It is the pressing duty of every Canadian to post himself thoroughly on the subject of modern road building.
Concrete has ALL the advantages: No mud, ruts, holes or dust. Easy to haul on—smoothest to ride on. Durable, economical, always ready for use.
You should write to-day for the free literature that shows why we must use concrete for our roads.
CANADA CEMENT COMPANY LIMITED
26 HERALD BUILDING MONTREAL
Concrete for Permanence

Bone Dry

tion to the effect that there are one or two other factors besides transportation that go to make up the fabric of civilization. The German transportation facilities, for instance, are known to be excep-

tionally good. Yet who will credit them with being really civilized? The Canada Cement Company, in view of the fact that the great majority of Canadian tax payers are still in the non-motoring class, have certainly undertaken a difficult task in trying to educate the general public up to the point where they will demand "Permanent Highways of Concrete." One can quite conceive, however, that the subject could be made much more interesting than it has been in the ad under consideration. There is a dryness, a note detachment, about this copy that will probably cause it to be passed unread by all but those whose purely personal interest leads them to deprecate the average road. Enthusiasm is not created by such means. Even the non-motoring municipal councillor—the class that should primarily be reached


EXTRA POWER BELTING
(Friction Surface)
Efficient Belts Save Bearings and Shafting
ONLY a belt that grips the pulleys delivers the proper amount of power. The first requirement of a belt is that it must not slip.
The old way was to draw the belt taut as a drum. It turned the wheels. But excited bearings and defective shafting burn witness to the customary cost of this old belting. Extra Power Belting is the answer from the old theory.
Its flexible, live, pliant fabric conforms to the pulley face, the belt grips the pulleys without being drawn overtight. We built a belt that will grip the shortest, dull steel, arch "driving." We built a belt that gripped the slick pulley surface because of flexibility and friction surface, not weight.
That belt is Extra Power.
Extra Power Belts are growing in favor because they embody modern theories of belting construction.
Thoroughly impregnated with high-grade rubber they resist slipping without stress. They flex in the face of the pulley. They deliver more power for a longer time. Fine quality materials and right construction give them long life. The plies do not separate—the seam is the strongest part.
Extra Power Belts are standard equipment in hundreds of plants in widely varying lines of industry.
They are today recommended for nearly the same conditions you have. If you will write our nearest branch a Goodyear Engineer will be assigned to belting problems and procedure will call on you.
THE GOODYEAR TIRE & RUBBER CO. OF CANADA, LIMITED
Branches
ST. JOHN MONTREAL OTTAWA TORONTO HAMILTON LONDON WINNIPEG REGINA CALGARY EDMONTON VANCOUVER
Service Stocks in Leading Cities
THE HANOVER PORTLAND CEMENT COMPANY
LIMITED
The Goodyear Tire & Rubber Co.
of Canada, Limited
"One steel order may be two 24-inch Belts and one 18-inch. They were sent on representative sizes—not extra strong operating conditions are to you know—only a sample. The 18-inch belts have never been touched since putting on, and these has been no stretch.
The 18-inch Belt is transmitting 25 H.P. at the grinding department, and was put on with a reference power which would have driven the belt with considerable pull. Rather than shut down, the mill has belt was removed to that the mill's new pulley could be obtained, some two weeks the belt at the end of that time had worn off three-eighths of an inch on the edge but there was absolutely no slip operation or appearance of damage to the belt whatever other than the wear on the edge.
The writer has no hesitation in saying that as far as belt transmission goes, there is no belt known as well adapted for cement mill service as 'Extra Power'."

Powerful and convincing

Which Heating System Will You Prefer?
THE health of your family, just as much as the comfort of your home depends on the heating system you install.
You have realized this important fact of course. You are fully aware of the need for a furnace that gives not only ample warmth, but also adequate ventilation.
To the man who has studied heating systems from this two-fold angle the "Hecla" warm-air furnace has a strong appeal.
To-day when thrift is a national duty its appeal is stronger than ever.
The "Hecla" Circulates Pure Moist Air Throughout Your Home
Think of the health-giving advantages a "Hecla" brings! An ever-fresh current of, pure air is constantly drawn to the furnace, amply warmed and supplied with moisture to the degree that nature requires. It is then circulated pure, humid, fresh into every room in the house.
"Hecla" owners there are in thousands who will tell you how pleasant this healthful ventilation is in winter.
This moisture-mellowed ventilation of the "Hecla" is greatly to be preferred to an oppressive dry atmosphere.
"Hecla" Warm Air Is Clean —Free From Gas
It is true that from time to time you will hear of furnaces that have given trouble by allowing dust and gas to escape. Never in a single instance has this been said of a "Hecla." Such a nuisance we believe would be impossible. The *patented fused joints* of the "Hecla" smoke-chamber cannot spread, no matter how long they are exposed to heat. We guarantee them to be leakproof. They are sealed tight for the life of the furnace.
HECLA Mellow Air Furnace
The "Hecla" Will Save You Money—Read These Free Booklets
Installed according to our expert advice the "Hecla" will furnish easy warmth, ample ventilation, a pleasant humid atmosphere. Its patented fused joints will keep the air untainted by dust or gas. Its steel-ribbed fire-pot (also patented) with its water heat-radiating surface will enable you to save coal in the depth of winter—one ton of coal at least.
Complete information about the "Hecla" will be found in the handsomely illustrated booklet "Comfort and Health." That book is free for the asking. With it we are sending a copy of the valuable pamphlet "A Pure Air Heating Plan." As the editors at Issued you will be wise to get a copy without delay.
CLARE BROS. & CO. Limited
PRESTON, ONT.
WINNIPEG VANCOUVER

Extra good Furnace Advertising

—will sidestep any road-improving suggestion so ineffectively presented.

* * *

A very powerful ad—no pun intended—is the Extra Power Belting copy of the Goodyear people. It is a safe guess that any man whoever had trouble with belting will be attracted by the bold illustration and concise headline. Then, when he reads the copy, he is going to retain an impression that Goodyear Extra Power Belting will end his belting troubles forever. The testimonial feature is also of value as a final convincing argument. Some people may contend that there is

too much copy; but with this view the Captious Critic has no sympathy, firmly believing that if you make your copy really interesting it will be read no matter how long it is.

* * *

When boys and girls arrive at an age of maturity it is but right and proper that Pa and Ma shall take them into the family council. This has been done by the lady and gentleman in the Hecla Furnace ad. The important subject up for consideration is that of a heating system for the new house that Pa is about to build. The point of health, promoted by means of adequate ventilation, is very well made. In fact, the copy throughout is very ably handled, a mechanical subject being treated in an interesting manner, free from confusing technicalities. Notice the border and illustration, too. Nothing stiff about them. True, little Willie has a slightly bored appearance, but then he is probably wondering whether he would not be better off shouldering a musket before the Conscription Bill comes into effect. Pa, as can be seen, is addressing his remarks chiefly to Gladys, he and Ma having already gone over the proposition as a sort of select committee before bringing it to the attention of a full house, so to speak. But why harp on such minor points? Any man can see, in any drawing, little points to criticise. But such points may not, perhaps, have any sort of effect upon the ad as a whole.

The Purina Whole Wheat Flour ad of the Chisholm Milling Company deserves especial attention because it drives home a point that is being dwelt upon by the food control authorities of both Canada

PURINA
Whole Wheat Flour vs. White Flour
WHOLE WHEAT FLOUR IS FULL OF LIFE, FATS AND MINERAL. IT CONTAINS ALL THE ELEMENTS REQUIRED TO SUSTAIN LIFE, THE HEAT-GIVING STARCH, MINERAL SALTS, GLUTEN, PHOSPHATES AND CELLULOSE.
Two bushels of wheat make only 84 pounds of white flour, while the same wheat would produce 100 pounds of Whole Wheat Flour.
Therefore, a given amount of wheat would feed 100 people if made into Whole Wheat Flour, but only 84 people if made into white flour. Whole Wheat Flour is also more healthful.
Be patriotic and also economical
Follow the King's example Eat two years nothing but Whole Wheat Flour has been used on his table
PURINA WHOLE WHEAT FLOUR
Is scientifically prepared It contains all the wheat except the husk.
Is most nourishing and a real bone and muscle builder.
Absolute purity guaranteed
Many delicious recipes can be made for all meals
Put up in 5 lb. packages, also 24 lb bags and 98 lb sacks
Purina is always in the checkerboard package and bags Accept no substitute
ORDER THROUGH YOUR GROCER
RALSTON WHEAT FOOD
Put up in 1½ lb. packages, contains the very elements that produce flesh, bone and muscle It is a wholesome Whole Wheat Food with all the nutriment It is nourishing and also an economical food
Quality absolutely guaranteed.
You are invited to visit our exhibit at the National Exhibition, Toronto, Under the grand stand. Make yourselves known
PREPARED IN CANADA BY
The Chisholm Milling Co. LIMITED
TORONTO
Timely and instructive

and the United States. That point is, the important economy that arises from the use of whole wheat flour instead of white flour. This ad tells us what we wish to know, namely, the actual economy that the use of whole wheat flour effects. It seems that there is a wheat wastage of 16 pounds in every hundred when white flour is milled instead of whole wheat. And the sixteen pounds thus eliminated contain many of the most healthful properties of the wheat. The ad could doubtless have been

made stronger by the use of a more newsy headline instead of the somewhat dry and legal-sounding one that was used. At the same time this is not a really serious defect in view of the fact

Good—but might be better

that people, particularly housewives, have such grave reasons for studying closely any proposition that promises an economy in food. The Chisholm Milling Company are certainly on the right track in helping along the national food conservation movement.

* * *

It is not often that a retailer's ad receives attention in this department. But we have been requested to give a little criticism of the Cut-Rate American Shoe Store ad reproduced from the Manitoba *Free Press*. Complete candor compels us to say that there is nothing about this beyond its size to cause it to be singled out for comment. There is nothing strikingly original in the headline, "Clearance Sale," nor in the idea of printing stock cuts of shoes with prices attached in large type. Its bigness is its chief value. The introductory paragraph suffers from a jerkiness of expression that rather takes away from its effectiveness. It would appear possible to have treated the subject with almost equal brevity and yet to have conveyed a far more convincing impression as to the genuine nature of the bargains offered. Suppose the copy writer had gone at it something like this: "You cannot often, nowadays, buy a really good pair of shoes under six or seven dollars. For this reason it will pay you to consider the great values offered here. We have forty thousand dollars' worth of high-grade shoes that we are compelled to clear out in fifteen days. Consequently, we offer them at prices that are away below the actual present value of the goods. Outfit your family with shoes now—never mind whether you need them immediately—buy them for future use and you will effect a really big saving."

This is expressed in moderate language that is free from the "fakey" sound that always accompanies the phrase "Smashing Reductions."

ADVERTISING AGENTS' GOOD WORK

AT the annual meeting of the Canadian Association of Advertising Agencies reports from all quarters indicated that the advertising business is in an extremely satisfactory condition.

Credit for this increasing volume of business is certainly due in a large degree to the efforts of the advertising agents, whose work has also resulted in placing the advertising business upon a higher plane.

It is a well-known axiom that no business can display any character other than that of the men engaged in it. The increased respect, therefore, that all legitimate advertising now enjoys, reflects the high standing of the men who conduct the advertising agencies of Canada.

E. S. Desbarats, President Canadian Association of Advertising Agencies

The newly elected officers are as follows: E. S. Desbarats, President; First Vice-President, J. E. McConnell; Second Vice-President, W. B. Somerset; Secretary-Treasurer, J. P. Patterson; Member of Committee, A. J. Denne.

ADVERTISERS MUST "CARRY ON"

TIME goes on even when folk are asleep, and things of the most profound importance happen whether the people most affected by them are attending or not.

The world will very speedily move clear away from anyone too careless or to weary to keep up with it; and it may be noted that passing events are urging the world to a headlong pace that only yesterday we should have found incredible.

It may be a breathless and straining exercise to keep up with it at present, but one must needs do so or go out of the race altogether.

The advertiser who does not keep in the running will be out of the running. That is the simple fact stated in the baldest terms. It should not be necessary to state it at all; but not a few advertisers seem to imagine that a rest on the course will not seriously injure their chances of winning the race.

Everybody knows, or ought to know, that just as an advertising

goodwill can be one of the most valuable things in commerce, so it is one of the most quickly destructible unless it receives constant, unremitting attention. Once obtained it can be maintained in a position unassailable by any enemy except neglect from within.

If those whose interest lies in maintaining it cease to devote continuous effort to its preservation it can, however strong it may appear and however long it has been established, fall into utter ruin in a few short months.—*Advertising World.*

CUPID AND CUPIDITY

A very singular story, says the *Advertising World*, our English contemporary, of a widow's transactions through the medium of matrimonial advertisements was told at the Bradford Bankruptcy Court recently. In reply to questions by the Official Receiver, the debtor, a Mrs. Donaldson, admitted that she had lived for years on money received from men with whom she got into correspondence by means of these advertisements. Mrs. Donaldson's method, according to the Official Receiver, was to advertise for a husband and having got into communication with men, she told the story that her grandfather had left her £11,000, but as the interest was held back, she was hard up and asked for a loan. In that way, it was alleged, the woman had got thousands of pounds, and in several cases the men had been ruined. The Official Receiver also said there was reason to believe that Mrs. Donaldson's husband was still alive, but had left her after she had ruined him. The hearing of the case was adjourned.

The facts brought out in the inquiry go to prove two things—that some men are extraordinarily credulous, and that great care should be exercised in replying to advertisements of this character. Things are not always what they seem.

LONDON AD CLUB'S SLOGAN CONTEST

The London Advertising Club recently promoted a contest as a feature on the programme of a returned soldiers' picnic, the object of which was to secure a slogan to be adopted by the city of London. Hundreds of entries were received, the contest evidently arousing great enthusiasm among those who attended the picnic. Out of the great mass of suggestions received the one chosen by the judges for recommendation to the civic authorities for a permanent slogan was "In London we Live."

TORONTO AD MEN ENTERTAIN SCHOOL CHILDREN

The Toronto Daily Vacation Schools closed the season with their annual picnic at Centre Island recently, when the committee, assisted by many members of the Ad Club, gave the children a good time. During the season just closed the Ad men have given vocational trade talks three mornings a week at each of the schools and it is anticipated that the Board of Education will, during the fall, seriously consider taking up this branch of work next year.

THE ORIGIN OF NEWSPAPERS

As Outlined by Charles L. Miller, of the New York Times

IF we are asked where we got our newspapers, says Charles L. Miller, editor of the New York *Times*, the answer is that we got them from the divine command, "Let there be light." It is certain that darkness would have brooded on the face of the deep for all time if it had not been for the newspapers or something like the newspapers.

The desire to know what is going on is not a modern development. Back in the tribal days primitive man had the same desire for information as we have to-day. He wanted to know the result of the hunt, the position of the enemy, and the gossip current among his fellow tribesmen. As civilization advanced, this want became more complex. Paul, speaking on Mars Hill, mentioned the love of news common among the Athenians.

One of the earliest methods for the dissemination of news was the letter. When Cicero was sent as Governor to Cilicia he asked a friend to send him the news of Rome.

The friend employed scribes, the reporters of that day, to gather information and prepare the letters. The man who wrote the first letters reported everything from the procedure of the Senate to the result of the latest gladiatorial contest.

Cicero objected to his methods and complained that the letters contained items that he would not have bothered with when at home. What he wanted, he explains, was advance information to keep him in touch with the political movements of the time.

Volumes of news letters have come down to us showing that the letter-writing continued through the middle ages.

The church and the state both attempted to wipe out the custom. In April, 1572, Pope Pius V issued a bull against the letters. This was a few months before the massacre on St. Bartholomew's Day. His successor issued another bull against them in September, 1572, a few weeks after the massacre, directing that writers should be condemned to the galleys.

Civilization was delayed by the lack of newspapers in the early days, Mr. Miller believes and he gives it as his opinion that a free press probably would have prevented the French Revolution, as the discussion of the troubles of the people and of desirable reforms would have resulted in changed conditions.

Our newspapers form a great reserve against the growth of evils and at the same time give the discontented a chance to "blow off steam," an opportunity similar to that given by the outbursts at Cooper Union, in New York City, and at Hyde Park, in London.

The Auto Club Journal has just made its appearance as the official paper of the Vancouver (B.C.) Automobile Club.

OH, YES ! HOW ABOUT THAT ADVERTISING ?

The Directors Discuss It, and Lay It on the Table—An Account That Is Not Typical, Be It Said, of All Board Meetings

MY object in penning these few sad lines is to call attention to a malady which has settled on the erstwhile busy marts of trade—*directoritis*. It is a disease of lassitude like the sleeping sickness, or whatever they call it when you have a nice placid hook-worm concealed beneath your belt. It preys upon business of all kinds and all sizes, but most particularly the small, growing business, because it is young and tender. It can best be studied about 3 p.m. on the first Monday of the third month.

Diagnosis — These symptoms may be classed as characteristic: one long mahogany table, one minute book with scraps of paper concealed therein, one fat director, one thin director, one president trying to look happy, one works director wishing he could get back out in the shop, one sales director who has his own opinion of the rest of the bunch, one rich director who wishes to remain so, four cigars, one cigarette and one pipe.

Primary Stage—The fat director tells about getting stuck in the mud three miles east of Bunkerville. That reminds the president of a Ford story. The thin director is called to the telephone. The fat director makes a joke about it.

Secondary Stage—The meeting is not called to order. The secretary does not read the minutes. The president wonders if there wasn't something left over from last time, and then remarks:

"Oh, yes! About that advertising."

"What about it?" asks the rich director, who did not attend the last meeting.

"Well, there isn't anything about it so far," explains the president. "The sales director says that if we put this new specialty out on the market we'll have to advertise it, and I guess he's right."

"What's the matter with your salesmen?" asks the rich director. "Can't they sell it to the jobbers and dealers? If this specialty is as good as you think it is people will buy it whether it's advertised or not."

"Ivory Soap is pretty well known to the jobbers and dealers, yet you don't see them letting up on their advertising," retorts the sales director.

ADVERTISING TRAIN OF THOUGHT GOES ON A SIDING

"Talking about soap," puts in the thin director, "have you seen this new stuff for taking grease off cars? What's its name—oh, pshaw, I can't remember—you see it advertised all over."

"Blanco?"

"Yes, that's it. I got a can of it and tried it on my runabout.

It's great stuff. Takes all the grease and dirt right out and doesn't hurt the finish. Before I used it I thought the car would have to be done over, and now it looks all right."

"What did you say that stuff was?" asks the fat director, who has not been listening, "'Blanco'? I'm going to try it. I was out on the North Road three miles east of Bunkerville last Sunday and got caught in all that rain. My car has looked like a wreck ever since."

"Yes. He had to walk a mile to get a team to pull him out," explains the president for the benefit of the rich director who had missed the tale in its first telling. "How much did you have to give that fellow, anyhow, Henry? You never told us that part."

"He was a white man. He only soaked me two dollars. Did I ever tell you about that pirate near Southwalk who held me up for the gasoline. He was some bird!"

"Say, gentlemen," interposes the sales director, "let's get down to business on this advertising appropriation. Let's settle it one way or the other."

"Yes, how about that advertising?" agrees the president.

"Well, what does the sales director want us to do?" asks the fat director.

"I want to spend about $25,000 to put this specialty across. We've got the money, and we ought to do it right instead of waiting until some other fellow gets his trade name established instead of ours. Here's a plan I've worked out showing how I propose to use the money. It isn't any big campaign. This includes dealers' helps and all that sort of thing."

"Well, I don't suppose there's any use going over your plan until we decide whether we want to spend the money at all," suggests the rich director. "Advertising is all right, but you want to get the thing going first and make it pay for its own advertising. That's the way I look at it. There's no use in taking all that money out of the business just for advertising."

"I don't know about that," pipes up the fat director. "You can't make money without spending money, as my old boss, Bill Smythers, used to say. Old Bill was some card. Did I ever tell you about the time we hid his cork leg?"

(Ten minutes intermission while the fat director recalls old times.)

"Well, what are we going to do about this advertising?" asks the president.

"For my part, I think we ought to go slow," cautions the rich director.

"If we do that, how are we ever going to get this specialty established on the market?" asks the sales director.

(At this point the works director is called out of the meeting, and business is suspended until he returns. The president tells the story of the Irishman and the grape fruit.)

"I'm sorry I kept you waiting," apologizes the works director. "We're having more trouble with the power. The only thing for us

to do is to put in a new power plant."

"Yes," chimes in the president, "that is something I was going to bring up at this meeting. There is no use in our trying to go on this way much longer. The time lost through break-downs would soon pay for a new plant, and besides that we can never count on production. It's always at the time we're rushed we have most trouble."

"Well, let's decide what we are going to do about it right now," suggests the thin director. "If we're losing money on this power plant, and we'll have to put in another some time anyhow, it looks like good business to do it now."

"I thought we were going to take up the advertising appropriation," suggests the sales director.

"Oh, yes! How about that advertising?" says the president. "We ought to decide that now."

(At this point the thin director receives an important telephone call and is forced to leave the meeting, getting his gold piece before he goes.)

The rich director looks at his watch. "My, I've only got ten minutes to catch that train. I'll have to go, too."

"Well, how about that advertising?" asks the sales director in desperation.

"Oh, you boys here can go over that among yourselves and find out just what you want to do, and we can take it up at our next meeting. Move we adjourn."

Treatment—Stimulants and tonics are ineffective. *Try an air compressor!—M. B. in Printer's Ink.*

LITHOGRAPH MERGER

Rolph & Clark, Limited, and Stone, Limited, have merged their businesses into a firm to be known as the Rolph, Clark, Stone, Limited, to carry on business as lithographers on Carlaw avenue. The authorized capital of the company is $3,000,000. Its officers are: Mr. Frank Rolph, honorary president; Mr. William Stone, president; Mr. T. J. Clark, vice-president; Mr. F. A. Rolph second vice-president and managing director, and Mr. F. W. Stone, general manager and secretary.

JUDGMENT FOR ADVERTISING

Toronto Druggists Alleged Advertisements Were Illegal

JUDGE DENTON has given judgment for C. M. McAfee, of New York, in his suit against W. F. Pearce, M. E. VanZant, W. M. Maltby, E. A. Leggee, and G. D. Reid, of the Owl Drug Stores, in Toronto, for $540 each, for advertising in the *Home Formulary*. The defendants claim that the advertising was illegal in that it was virtually practising medicine without a license, but his Honor ordered Pearce and Maltby each to pay $120 with costs fixed at $50, and the others to pay $60 each with costs of $10.

Oakes S. Dunham, for twenty-nine years editor of the Digby (N.S.) *Courier*, has resigned to edit the Bridgetown (N.S.) *Monitor*, which he has just purchased. He is succeeded on the *Courier* by George H. Chisholm, formerly connected with that paper.

MEN AND MEDIA

J. L. LORRIMAN, for several years advertising manager of *Hardware and Metal*, Toronto, has resigned and will join the Brandram - Henderson Company, paint manufaeturers, Montreal.

* * *

M. F. Dunham, business manager of the Stratford *Herald*, was in Toronto recently in the interests of his paper.

* * *

Wallaee Meyer, assistant advertising manager of the H. W. Gossard Corset Co., Chicago, and of the Canadian H. W. Gossard Co., Toronto, reeently visited Toronto in conneetion with the Gossard Corset display at the Canadian National Exhibition. The Gossard advertising in Canada is handled by Norris-Patterson, Limited.

* * *

Arthur Lineham has resigned from all eonneetion with the Vaneouver (B.C.) *News-Advertiser* and the business management of that paper is now in the hands of P. J. Salter.

* * *

G. F. Chipman, editor and manager of the *Grain Growers' Guide*, Winnipeg, has been ealled to Ottawa as Manitoba's representative on the Dominion Food Control Board. His new duties will not interfere with his publishing interests.

* * *

John C. Snell, editor of the *Farmer's Advocate*, died in London, Ont., reeently following an illness of several weeks.

* * *

The Toronto *Daily News* is now using a new style of name plate on its front page, featuring the caption "Toronto's Newsiest Newspaper."

* * *

R. L. LeDrew has been appointed Advertising Representative for Toronto and vicinity for *World Wide* and *Weekly Witness*.

* * *

D. C. Nixon has been appointed Western Representative for the *Maritime Farmer*.

* * *

Hyman Edelstein, who has been ehief editor of the *Canadian Jewish Chronicle* since September, 1914, has resigned to become the editor of an independent Jewish weekly, which will make its appearance on August 31st.

* * *

A. A. Briggs, advertising manager of the Dunlop Tire & Rubber Co., reeently returned to Toronto after a long trip through Quebee and Labrador in the interests of his firm.

* * *

J. J. Salmond, general manager of the Monetary Times Publishing Company, Toronto, publisher of the *Monetary Times*, *Canadian Engineer* and other teehnieal papers, has been eleeted president of the company.

* * *

F. W. Darby has been appointed advertising manager of the Water-

ous Engine Works Co., Limited, Brantford, Ontario. Mr. Darby was formerly with Beatty Bros., Fergus, Ontario.

* * *

The Maritime Advertising Agency, Limited, has been incorporated to carry on the business of publishers and advertising agents. The capital stock is $10,000, and the members are H. V. McKinnon, A. E. McGinley and Stanley DeW. Granville, all of St. John, New Brunswick. The head office of the firm will be at Rothesay, N.B.

* * *

Mr. George H. Tyndal, formerly of the Regina *Daily Post*, Regina, Sask., has joined the staff of the MacLean Publishing Company, and for the present will be employed in the service department. Mr. Tyndal has had about six years' newspaper experience in Western Canada. Previous to that time he was engaged in the retail business in Guelph, Owen Sound, Hamilton and Toronto. With this experience in both the publishing and retail fields his future with the MacLean Publishing Company should be very bright.

* * *

G. H. Lash, who at the time of his enlistment was a reporter on the Toronto *Mail and Empire*, has been granted a commission. He has served in France more than a year.

Advertising Man Wanted

An exceptional position is being created for an Advertising Man who has the ability to sell advertising. This is a big job for a big man. Good salary will be paid to proper person. Box 100, **Economic Advertising.**

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The Toronto Daily and Sunday World are strong in results, because the circulation is concentrated largely in the City of Toronto, and that portion of the wealthy Province of Ontario nearest to Toronto, where the buying capabilities of the population are greatest.

Ask your favorite advertising agency to give you particulars of the combination contract that gives advertising in The Sunday World at The Daily World rate —absolutely the best contract offered by any Canadian paper.

The RETAIL MERCHANT MUST KNOW

WHAT THE ADVERTISER IS DOIN

IN ORDER TO CO-OPERATE

Canadian Courier Grocers' Supplement Service shows him. It is FREE
Advertisers who use Space in the issue of October 13th.

HOW IT WORKS

For every unit of space you take in our issue of October 13th we give double the space no extra cost, in the Grocers' Supplement, which we send to every good grocer in Cana This tells him which are the firms that help him turn over his stock, and compels hin see the national advertising that you are doing.

Help the Dealer by National Advertising.
Then Let Us Show Him How You are Helping

Send Your Name now for further details of our Free Dealer Service.

THIS ISSUE WILL GO TO **50,000** PAID SUBSCRIBE Rate, 30c. Per L

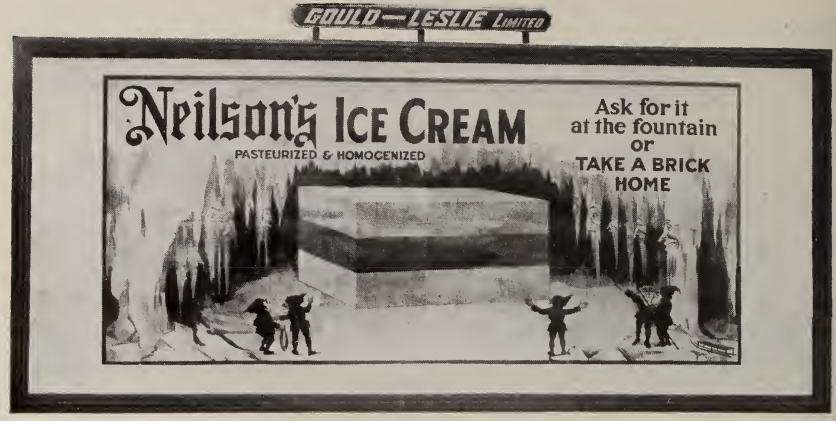
CANADIAN
COURIER
TORONTO

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, September, 1917 No. 9

WILLIAM MACDONALD MACKAY, OF LEVER BROS., LIMITED, TORONTO (See Page 9)



The Way Neilson Has Done It.

THE Neilson business is a monument to good goods, good management and good advertising. Less than ten years ago these manufacturers of Chocolates and Ice Cream had but a very small establishment and did business in a most limited way. To-day they are a national enterprise on a gigantic scale. Their yearly increase sounds like a fairy tale.

Poster Advertising has had an interesting part in this growth. Starting seven or eight years ago in Toronto, with only a few small posters, they now use a full showing of the largest posters in about every important city and town in Canada. This outdoor advertising, together with window trim, is used practically to the exclusion of all other media.

USE POSTERS

Estimates on Poster Advertising can readily be obtained in any desired cities or towns by addressing this Association or any Official Representative.

POSTER ADVERTISING ASSOCIATION OF CANADA

W. W. SCANE, Sec. CHATHAM, ONT.

OFFICIAL REPRESENTATIVES

Wadsworth-Nathanson Co.	501 C.P.R. Building, Toronto, Ont.
Canadian Poster Company	Lewis Building, Montreal, Que.
Harry Duker, Limited	Vancouver, B.C.
A. R. Kent	907 Kent Building, Toronto, Ont.
London Bill Posting Agency	London, Ont.
The Lindsay-Walker Co., Limited	Winnipeg, Man.
E. L. Ruddy Co.	11 Wellington St. East, Toronto, Ont.

"M.M.M."

EVER alive to the growing needs and wants of Canadian women, EVERYWOMAN'S WORLD has added to its editorial staff Miss Mary M. Murphy, who takes charge as Managing Editor.

Miss Murphy is perhaps best known as "M.M.M." Over these initials her editorials, criticisms and feature articles have won unstinted praise during the past three years in the Ottawa Journal, and in a string of metropolitan dailies in Canada, the United States and England, also for several news agencies in these countries, for which she has acted as Ottawa correspondent.

Even greater responsiveness than ever can be expected of EVERYWOMAN'S WORLD advertising columns since the vast audience of more than 500,000 Canadian women who read this great home magazine are being better served than ever.

CONTINENTAL PUBLISHING CO. LIMITED, TORONTO

Montreal, New York, Philadelphia, Chicago,
London, Eng.

A Bigger and Better

MACLEAN'S

AN extra form is being added to MACLEAN'S MAGAZINE —necessary to carry the extra advertising and to balance this addition by extra reading matter. Also the added pages are desired by the editor that he may give his readers more reading matter.

New art features will be added—more illustrations and decorative features—and these will be used to make the page appearance more attractive. The greatly appreciated Review of Review Departments will be enlarged, and the Editor will have some pages of his very own.

Not only these additions: Circulation is enlarged.

OVER 52,000 COPIES are being printed now, though the rate is based on 40,000. We are giving over twenty-five per cent. plus value.

MACLEAN'S MAGAZINE is a big, powerful medium, serving Retailers, Manufacturers and Consumers

ADVERTISING in MACLEAN'S helps manufacturers to secure and maintain distribution of their goods. The influence of MACLEAN'S is local as well as national. MACLEAN'S has been made favorably known and influential among the retail trades: (1) by years of page advertising in their specialized business papers—CANADIAN GROCER, HARDWARE AND METAL, DRY GOODS REVIEW, MEN'S WEAR REVIEW and BOOKSELLER AND STATIONER; and (2) by direct appeal to those groups of retailers of whom we possess complete and constantly revised lists, for the purpose of subscription-getting.

Ask us to plan a campaign for you, using **MACLEAN'S MAGAZINE** and a MacLean Retailers' Specialized Newspaper, involving an outlay of $1500 or so.

THE MACLEAN PUBLISHING CO. LIMITED
143 UNIVERSITY AVENUE, TORONTO

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, Eng.

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ECONOMIC ADVERTISING

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

In future the advertising rates for ECONOMIC ADVERTISING will be based flat charge of $25.00 per page. Extra for color and position, as follows:

Full page	$25.00	Centre Spread	$50.00
Half page	12.50	Outside Back Cover (two colors)	35.00
Quarter page	6.25	Inside Covers	30.00

Extra Color, per page.....Additional $10.00

Getting Good Value For Money Expended

It's All In The Service

THIS phrase sums up the reason why the same clients entrust us with their advertising business year after year.

FROM the inception of the plan of campaign, right through every detail of copy-writing, art work, plate-making, placing and checking, we aim at the highest standard of achievement.

NATURALLY, this consistent endeavor results in satisfaction to the client.

IF you have an advertising campaign in contemplation, let us show you how we can get you the greatest value for the money you propose to expend.

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BUILDING

TORONTO CANADA

Telephone Adelaide 2231

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. 10 Toronto, September, 1917 No. 9

STRAIGHT TALKS

EDITORIAL NOTE

THE publishers of ECONOMIC ADVERTISING consider themselves fortunate in having secured the services of Mr. William G. Colgate as Editor. Mr. Colgate is a practical advertising man with many years of experience behind him. He has also been a contributor to *Printers' Ink*, *Advertising and Selling*, *System*, and other American advertising periodicals. Under the editorship of Mr. Colgate, we believe this publication is due for a period of expansion and increased usefulness to the advertising fraternity of Canada.

A NEW FACTOR IN BUSINESS

CO-OPERATION as the life of trade, and competition the death of it, is an economic incidence which reverses the usually accepted notion of these principles. However, even the casual observer cannot fail to note in the development of modern business practice the tendency more and more in the direction of mutual helpfulness and service among those engaged in the same occupation. This co-operative spirit expresses itself in various ways. In one branch it takes the form of the dissemination of useful information among its members; in other cases it manifests itself in organized effort for the betterment of trade conditions; more often, perhaps, as in the recent example of the Milk Producers' Association, it makes for the unanimous regulation of prices to meet an unusual situation.

But if this co-operative sentiment can be made a weapon potent for the purposes of defense, why can it not be made an instrument equally effective for the production of business?

Hard and Easy

To a manufacturer of, say, shoes, the designing of a striking piece of advertising literature may appear a hard, almost impossible, task.

But it's easier to the man whose business is designing.

Of course, you know this as well as we do. And our only object in thus reiterating what you already know is to call your attention to our complete printing service.

DESIGNERS

COPY-WRITERS

PRINTERS

All at your service, any time, for anything in printing.

WRITE, WIRE OR PHONE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue

TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

A co-operative advertising campaign, say, on behalf of better furnished homes, conducted by an association composed of furniture manufacturers and interior decorators, would do much to stimulate an active and intelligent interest in an important phase of home life and lead inevitably to a demand for furniture and decorations on the basis of service and good taste rather than price. Much has already been done toward this end by magazines and periodicals featuring home subjects; it now remains for the furniture manufacturers and others concerned to capitalize this newly-awakened interest by a well-organized plan of suggestive and systematic advertising.

LOOKING AFTER THE INQUIRIES

SOMETIME since a Toronto woman answered an advertisement of a washing machine—"made in Canada" by the way. The reply she received would have coincided well with the didactic advertiser's idea of brevity, while the poorly printed folder accompanying it bore ocular testimony to its origin in a country print-shop, where speed rather than thoroughness is the true test of efficiency.

"We are sending you," said the letter, "our booklet. After you have read the testimonials of the —— Washing Machine we feel sure you will order one of same.

"Awaiting your valued order," etc.

Now, it is not generally known whether or not this manufacturer is getting the returns from his advertising proportionate to his expenditure; but the fact that he recently opened negotiations with another agency makes one somewhat skeptical. No doubt he blames his present agent for his shortcomings when in justice he ought to blame himself. Yet this manufacturer's case is by no means uncommon. Letter after letter goes out from sales departments, large as well as small, dressed in the odds and ends of cast-off verbiage, and having as much relation to salesmanship as a lecture in Sanskrit.

The problem of the manufacturer is this: He has a useful article to sell; people will buy it if they are told about it; has he told them everything in his follow-up letters and booklets that he himself would want to know if he were the prospective buyer instead of the maker? If he can answer in the affirmative, then he may rest assured there is no weakness at this point. If he cannot say yes to his question then he ought to set about putting his follow-up matter on the same productive plane as the rest of his advertising.

Inquiries, after all, are only opportunities to sell; they are only a means to an end, and are not to be confused with the end itself. On the use that is made of them, therefore, rather than by their actual number, hinges in many cases the failure or success of the entire campaign.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL
Branch Canadian Newspapers Ltd.,
EDMONTON, ALTA.

300,000 Acres Increase

Estimated Acreage, 1917	4,125,000
Acreage, 1916 - - - - -	3,825,000
Increase - - - - -	300,000

MORE ACREAGE UNDER CROP AND HIGHER PRICES WILL MAKE ALBERTA MORE PROSPEROUS THAN EVER THIS YEAR

To reach and cover this rich district use

The Calgary Herald

Largest Circulation in the Province, Certified by A.B.C. Audit.

Most Influential paper between Winnipeg and Pacific Coast.

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

ARE YOU WATCHING
WINDSOR
and Border Cities Grow?
Population Now 37,000

The Evening Record

Only Canadian Daily Within Fifty Miles.

Circulation, July, 9,679

RATES (Plate)

Under 1,000 lines - -	3½
Over 1,000 " - -	2¾
" 5,000 " - -	2½
" 10,000 " - -	2¼

JOHN A. McKAY, Publisher

ADVERTISING MAN WANTED

Publisher of large city daily wishes to add to his local advertising staff.

Some experience in writing advertisements is necessary, as progress will depend as much on service to the advertisers as ability to sell advertising.

The man desired is now employed soliciting advertising for some smaller city daily or trade paper where he has reached the limit of his opportunity.

Applications will be treated confidentially, and should state age, whether married, experience, education and references. Photograph should accompany.

Address "Daily," care Economic Advertising, Mail Bldg. Toronto.

THE MAN OF CERTAINTIES

Being a Little Biographical Sketch of William MacDonald MacKay, Advertising Manager of Lever Bros., Limited, Toronto

The Man Who Put Sunlight in Canadian Homes

By James H. Imrie

SEVENTEEN years ago a Scotchman from Cromarty presented his application for a vacancy in the advertising department of one of the largest soap manufactories in the world: Lever Bros., Limited, London. Apparently it was a much coveted opportunity, for his was only one among three hundred applications. It is easy to picture him with native deliberation and precision weighing all possible requirements and contingencies against his own abilities and strength, never losing sight of possible consequences or advantageous developments, yet making out his case with a sort of uncanny confidence as to the probable result. Was it chance, then, or was it destiny, that brought to this eager and ambitious Scotchman the honor of the appointment and linked to Lever Bros. the cool, collected, calculating MacKay?

Of course, he did not journey all the way from his nest in the Highlands to take up the reins of this important position. William MacDonald MacKay had been in the centre of civilization for some years, making a name for himself and his employers, the well-known company of Marcus Ward, color printers. Here he gained a remarkably thorough and useful knowledge of printing, engraving, color work, paper values, and the art and science of advertising.

As a department head for Marcus Ward, MacKay came in contact with some of the biggest buyers of advertising in Europe.

It will wash perfectly, madame
It's no uncommon thing for the saleslady to mention LUX to help her make a sale. So widespread is the reputation of these dainty, little satiny soap wafers that almost every Canadian woman knows about LUX. If you don't—just get a package to-day. It shows the modern way to perfectly washed silks, woollens, laces, lawns, crepe-de-chines, etc., without rubbing.
LUX
Won't Shrink Woollens
British Made, by
LEVER BROTHERS LIMITED, TORONTO
and sold by all good grocers

Double-edged copy

This experience proved invaluable to him in his later work, for through it he learned how to sell before he learned how to buy

The advent of MacKay to Lever Bros. was in the days when-

There are are 130 daily newspapers published in Canada; but there is only ONE that can REACH and INFLUENCE practically the whole of the 20,000 people of the twin towns of Kitchener and Waterloo. That paper is

The News Record

(Member A.B.C.)

The News Record is delivered by its own carriers every afternoon into 75 per cent. of the homes of the two towns.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

ADVERTISING MEN!

Whether you are old or young, inexperienced or of long standing in the business, you know that advertising revenue is the principal support of any publication.

ECONOMIC ADVERTISING is no exception. Our advertisers buy our space to attract your attention to their various propositions. By giving them your attention you not only gain information which it pays you to possess, but also help us materially in building up a truly helpful publication.

THE PUBLISHERS

their export business was in its swaddling clothes. Tremendous opportunities lay open and waiting for able pioneering and cultivation, but much of the soil of export business was rough, and rocky, full of stumps and obstructions, and in the light of actual response a barren prospect. It, therefore, remains as enduring proof of the

From her shapely toes to her finger tips
I love them all; but—Ah—her lips!
Whence have they gained that rosy glow
Which everyone admireth so? From
Lypsyl
for Tender Lips
When you ask your Druggist for Lypsyl see that the cap of the silvered tube is stamped "Vinolia Lypsyl"
Substitutes are worthless
VINOLIA
London TORONTO Paris
197

Distinctive advertising for a distinctive product

indomitable character of the man that MacKay's connection with Lever Bros. has been marked by a series of emphatic successes.

Anything short of man-sized problems would have left his nature and capabilities unsatisfied. So, naturally, we find almost his first duty in his new surroundings was tackling one of the biggest problems then confronting the firm. Six feet of solid manhood and energy stepped onto the train at Charing Cross bent on the conquest of Ireland.

Here MacKay organized and carried out a campaign of press advertising, bill-boards, metal signs, trams and bus cards and signs on grocer's ceiling (an idea original with MacKay), that his first effort was so signal a success he made by far the best record of any of the branches, not only in effectiveness, but volume of sales.

The achievement was not passed unnoticed. It brought to MacKay a promotion to a responsible post in the export trade department. In this capacity he proved the finest god-father for the export trade of his firm, virtually putting it on the map as a profitable certainty.

One of his duties was the mapping out of the journeys of the export travellers. So exacting of detail and system was he that months ahead he could inform head office that at 2.30 p.m., Monday, September 2nd, 1902, he would be taking a train from Samercan to Taheran, or whatever his probable objective would be.

It was also his office to devise packs, wrappers, sizes of tablets to suit the various currencies and markets, trade marks and supplies; duties which called into play such a complication of faculties as to bewilder the average executive.

Again the proof of unusual ability and application. It was becoming proverbial. Results in

The Successful Business Man

surrounds himself with competent associates—each a specialist in his work. To each he delegates certain duties—the aggregate results spell success.

For the same reason the man of sound business sense places his advertising in the hands of a competent agency.

Agency advertising is prepared by specialists, and the test of an agency is the characterer and success of its clients.

"*Ask Those We Serve.*"

Berliner Gram-O-Phone Co. Limited	Montreal, P.Q.
Champion Spark Plug Co. - - - -	Toledo, Ohio
Canadian Explosives Limited - - -	Montreal, P.Q.
Canadian Fairbanks-Morse Co. Limited,	Montreal, P.Q.
Chaput, Fils & Cie Limitée - - -	Montreal, P.Q.
Dominion Cartridge Co. Limited - -	Montreal, P.Q.
Hudon, Hébert & Company Limitée	Montreal, P.Q.
Palmers Limited - - - - - - - -	Montreal, P.Q.
Rock City Tobacco Limited - - -	Quebec, P.Q.
St. Lawrence Flour Mills Co. - - -	Montreal, P.Q.

And More Than Fifty Others.

Canadian Advertising Agency Limited

R. S. Muller, General Manager

Unity Building **Montreal**

the export field were so remarkable that Lever Bros. decided to send MacKay to Canada as general assistant to the manager here in Toronto—a branch that had been established for some seventeen or eighteen years.

That was seven years ago. And MacKay's success in this field is but a repetition of his unique achievements in his former centres of activity.

On coming to Canada MacKay took charge of advertising, reorganizing and invigorating it, and assisted in putting new and profitable packages on the market.

To him must be given the credit for the successful marketing and advertising of the Vinolia line, which is his pet to-day. As a result of his policies, Sunlight, Lifebuoy and Lux are as familiar to Canadian households as the members of their families.

It is not surprising, then, in view of his accomplishments in other branches, that of all the associated companies, the Canadian advertising to-day is at or near the top for efficiency and results.

Beside the hobby of business next important to Mr. MacKay are those of the enjoyment of his books and his garden. In the field of literature, for instance, he is an authority on Robert Louis Stevenson, possessing the finest collection of first editions, autographs and pictures of this author in North America.

Though most of his years have been spent away from its shores, and though his interest in Canada, her development, and her possibilities is as vigorous as though he were a descendant of the U.E.L. stock, this deep-eyed, serious, humorous worker, MacKay, cannot forget the heathered hills of home that willed to him that rugged, fighting character so helpful to his successes and enjoyment.

TORONTO AD CLUB'S FINE PROGRAMME

THE educational programme of the Toronto Advertising Club for the coming season, as at present arranged, surpasses any previous effort in the history of the organization.

The first address will be given on Tuesday, October 2nd, when Dr. A. H. Abbott, Professor of Philosophy at the University of Toronto, and Chairman of the Resources Committee of the Ontario Government will address the Club, on the subject of "Advertising and the part it has played in the work of the Resources Committee."

Dr. Abbott, it will be remembered, was Director of Labor for the Province on the Munitions' Board, and, all the munitions' advertising went through his hands.

Professor S. B. McCready, associated with Dr. Abbott in the work of the Resources Committee, will also address the Club at the same meeting, and elaborate on the subject treated by Dr. Abbott.

The Educational Committee, under the chairmanship of Mr. E. H. Dickinson, purposes issuing its programme of activities in printed pamphlet form for dis-

Highest Grade

ELECTROS

AND

STEREOS

PROMPT and EFFICIENT SERVICE

Rapid Electrotype Co. of Canada, Limited

MONTREAL TORONTO WINDSOR

USE

THE REGINA MORNING LEADER

TO COVER

SASKATCHEWAN

THE MORNING LEADER had a daily net circulation for 1916 of 16,563, and its present net circulation is in excess of

19,000

MEMBER OF A.B.C.

Eastern Representatives:

TORONTO—E. J. Guy, 302 Royal Bank Building.

MONTREAL—R. Bruce Owen, 123 St. Peter Street.

tribution to the members, and the following is a partial list of the speakers whose names will likely appear therein:

Hugh Chalmers, President Chalmers' Motor Car Co., Detroit.

G. W. Hopkins, Sales Manager, Columbia Graphophone Co., New York City.

W. H. Ingersoll, of Robt. H. Ingersoll & Bro., New York City.

C. Louis Allen, President Pyrene Manufacturing Co., New York City.

Mr. Griffith, Manager New York office, Lord and Thomas.

John Imrie, Manager Canadian Press Association, Toronto.

Frank Stockdale, Lecturer for the A. A. C. of W. on retail merchandising and modern business methods.

C. A. Lockhart, of "Mill-End-Sale" fame, Buffalo, N.Y.

Milton Alexander, specialist on merchandizing, Detroit.

Altogether the programme is one of which any advertising club might be proud, reflecting as it does great credit on the judgment and energy of the Educational Committee, who have had this work in hand.

George F. Hobart, Manager, Hamilton Advertisers' Agency, has resigned.

The *Grain-Grower's Guide*, like its contemporary, the *Farmer's Advocate*, is out with quotations to prove that a sound basis exists for the optimism now prevalent in the West, as to future business conditions.

THE PUBLIC LIBRARY AND ITS OPPORTUNITY

A Public Institution of Great Potential Value to the Community—Modern Methods of Promotion Needed—How It Could Be Done

By William G. Colgate

IN our efforts to organize and augment our educational resources, it might be advisable to inquire whether in this connection the public library system is making the most of its opportunities. Brought into existence under the necessity of providing the poorer classes with the means of acquiring amusement and instruction, the public library, by gradual stages, has advanced until it has become an integral and indispensable part of our civic community. But there, as if satisfied with its state of progress, it has stopped. Thus it presents to-day the curious anomaly of a modern public service which still retains the methods of half a century ago with which to perform that service. In fine, the public library is in the position of being "all dressed up and nowhere to go." it is still doing rear-guard work, when it ought to be actively engaged in realizing its possibilities to the advancement of human knowledge and human activities.

For such a work the public library is happily well appointed. Everything that could be done to quicken and convenience the service to its patrons has apparently been done. Up-to-date catalogue systems in filing cabinets, open book shelves readily and conveniently accessible, reading rooms equipped with the latest hygienic lighting systems, sections of reference rooms set apart for students, staffs of courteous, interested and well-trained librarians, new perfected buildings for the housing of books—these are but a few of the features illustrating the excellent position in which the public library stands towards its clientele. Its resources, therefore, would seem to be fully equal to the demands which may be made upon them.

Let it be understood, first of all, that a public library has one thing to purvey, and that is knowledge. Its one object in view is, or ought to be, the dissemination of that knowledge. It maintains loaded library shelves and an experienced staff. What it lacks is readers, or rather more readers. Now, if we look upon the public library as a municipal institution endeavoring to fill a distinct need in the life of the community, we will, I think, obtain a clearer view of the extent to which it should go to serve the people who support it.

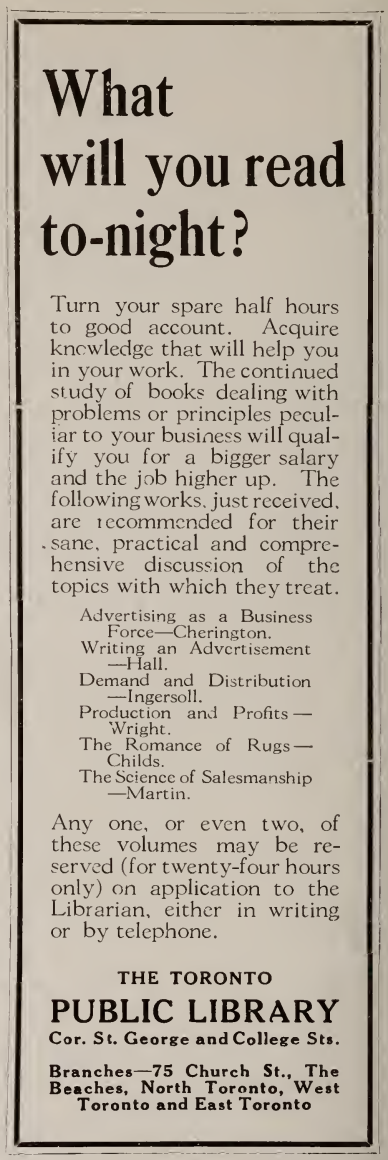
Take as an illustration the case of the Hydro-Electric. I mention the Hydro-Electric because it is a publicly-owned corporation with which every one is acquainted. This municipal system supplies to the citizens light and power for industrial, commercial and domestic purposes. It also—and this is by no means a minor part of its function—sells lamps and elec-

tric household appliances to its patrons.

"That's all very well, but you can't compare a lighting concern to a public library." Why not? As I see it, the only difference is in the nature of the service rendered. It makes no difference that one institution handles current and the other books; it makes no difference that the one sells its service and the other gives it free. It makes no difference that patrons of one are called customers, and the other readers. Both have a public, the same public, by the way, to serve, and the paramount question is how is that public to be served to the best and fullest advantage? I submit that the public library might well borrow some of the methods of exploitation now utilized by the Hydro-Electric System.

For one thing the Hydro-Electric System does not regard the public in the mass. It separates it into groups and classifies each group. Thus its prospects whom it seeks to interest are divided into such logical and convenient classifications as "Factory," "Residence," "Institution," "Office," "Shop," Nor when the executive of the Hydro-Electric System go out after customers are these classifications ignored. Special arguments and appeals of an attractive and convincing nature are devised to reach each class respectively. That their efforts to acquire new business have been successful needs no proof. If proof were needed, the ever-increasing profits of the system would supply it.

Now it seems to me that in a


What will you read to-night?
Turn your spare half hours to good account. Acquire knowledge that will help you in your work. The continued study of books dealing with problems or principles peculiar to your business will qualify you for a bigger salary and the job higher up. The following works, just received, are recommended for their sane, practical and comprehensive discussion of the topics with which they treat.
Advertising as a Business Force—Cherington.
Writing an Advertisement —Hall.
Demand and Distribution —Ingersoll.
Production and Profits — Wright.
The Romance of Rugs — Childs.
The Science of Salesmanship —Martin.
Any one, or even two, of these volumes may be reserved (for twenty-four hours only) on application to the Librarian, either in writing or by telephone.
THE TORONTO
PUBLIC LIBRARY
Cor. St. George and College Sts.
Branches—75 Church St., The Beaches, North Toronto, West Toronto and East Toronto

A Specimen Newspaper Advertisement

similar way the public library might classify and group its patrons and prospective patrons for the purpose of enlarging its present range of usefulness. Among these who might avail themselves of the wealth of educational advantages which the public library has to offer, but who do not, comprise those employed daily in business, industrial and home pursuits. If properly appealed to the business man could be induced to manifest an interest in books on efficiency; textile workers, on treatises dealing with fabrics and dyes; practical chemists, in new processes for cheapening or improving articles into the production of which chemistry enters; teachers, in works dealing with the training and education of children; mothers and wives, in books dealing with dietetics and household management; ambitious sales people in department stores, in volumes on salesmanship and those covering the history and manufacture of the articles they sell. What a romance there is in rugs, for example! Can any one really imagine what all this knowledge absorbed and intelligently applied would do towards converting wasted and misdirected opportunities into active influences for the improvement of economic conditions?

"But how is the result to be achieved?" asks some one. There is obviously only one way in which it can be achieved, and that is by making the public library a positive instead of a passive force in the community, by letting it take the initiative in getting new readers instead of depending on its readers to take the first step.

As a logical and effective means of attaining this objective, educational advertising must be employed. For educational advertising affords one direct and economical channel through which to interest the community generally in what the public library has to offer. As it is now, the only formal notice the public receives of a new arrival of books at the library is the small two to six-inch announcement tucked away somewhere in the news columns of the local paper. Sometimes it is seen; more often perhaps it is overlooked, half-submerged as it is in the accounts of big events of the day. Often, too, a title gives but a slight clue as to the real character of a book. The skeletonized item has therefore no more effect and influence than the list of directors' names in a bank advertisement. How much better it would be for the public library to publish an advertisement, say, of several new books on business which have recently been received, and direct that announcement in a definite manner straight at business men. Make it specific, strong and convincing. Let it tell just enough about the book to whet the mental appetite. Business men would, no doubt, be startled at first; next they would stop to look; then they would be attracted, and finally their dormant consciousness would be awakened to the fact that here was a powerful business aid which had hitherto been persistently neglected to their own immediate loss. From this state of mind it is

but a step to making the fullest use of the public library as far as its means will allow.

As for considering it *infra dig.* for a public library to advertise, it need only be said that hospitals advertise, colleges and universities advertise, churches advertise. Why, then, should not public libraries do the same thing? What an anachronism in this age of commercial, industrial and intellectual expansion for the public library to stand aloof from a full and complete service in an attitude of isolated dignity! Euclid was right when he said there was no royal route to learning; but so far as my knowledge of ancient history serves me, he never advocated putting knowledge on the top shelf. No doubt he felt that the road *through* knowledge is hard enough without making the way *to* it still harder.

A method that might be adopted in connection with the advertising plan is this: Let a cardholder make out a list of the books (other than fiction) in which he or she is particularly interested. Let this slip be deposited with the librarian with the understanding that when books arrive in which the cardholder is interested, he or she will be notified. Meanwhile, the reservation slip can be alphabetically indexed and filed away. A nominal fee of 50 cents a year could be charged each cardholder using this service, to cover incidental postage, etc. Printed notification forms could also be used to facilitate the work of the librarians. Such a system as outlined here would serve a two-fold object: It would give every cardholder a more direct interest in the local library and it would also serve as a guide to the chief librarian in purchasing his supplies; for he would know in advance what books are likely to be most in demand. Besides, I am not altogether sure that it wouldn't tend to humanize the public library and make it a living, sentient and radiant force, instead of the whited sepulchre of dead men's bones, such as it is too often regarded now.

To evidence the real educative force of the public library the case might be cited of a successful woman buyer of a big department store, who confessed one day that she owed her successive promotions to reading books from a public library dealing with the manufacture of the various kinds of merchandise she had sold, such as china, rugs, silks, chintzes, wallpapers and the like.

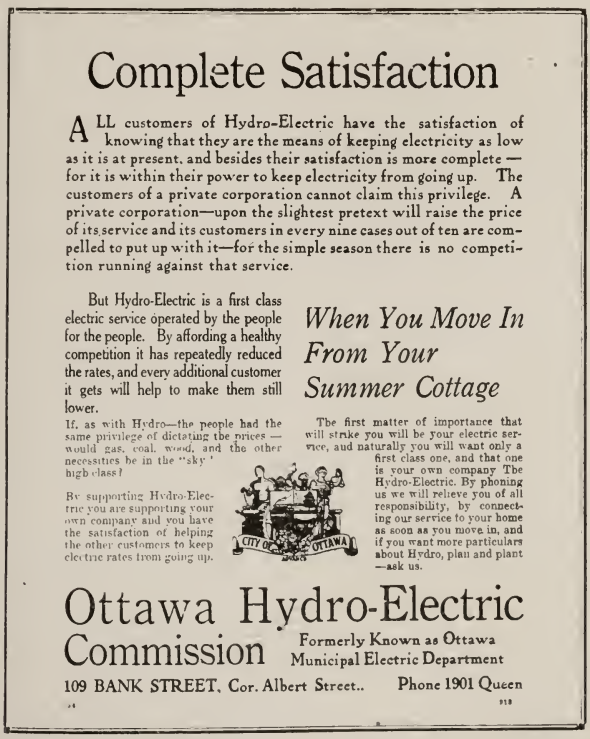
Multiply such cases across the land, and one begins to have a clear perception of the potential power of the public library. If definite reading could have such an effect in one case, surely it is not unreasonable to assume that the same result could be repeated many times over.

On second thought, I am not at all certain that the public library does not do one or two of the things I have mentioned as an essential part of its service, but the point I make is that the general public, or Mr. and Mrs. and Miss Average Person, if you will, doesn't know—and that, as I have said, is just where advertising comes in.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

WHOEVER is responsible for the layout of the Ottawa Hydro-Electric Commission advertisement evidently knows something of typography, but unfortunately the work of his colleague, the copyman, does not display the same fine quality. In the first place, too much is presumed as regards the public's knowledge of the Hydro System and its method of operation; and second, there is a manifest unfairness in the statement that private lighting companies play at ducks and drakes with prices in the absence of competition. How about the Hydro? Does it not consider itself a competitor? The critic holds no brief for the private as against the public corporation, but he does believe in the policy of fair play that scorns to have recourse to exaggeration or


Complete Satisfaction
ALL customers of Hydro-Electric have the satisfaction of knowing that they are the means of keeping electricity as low as it is at present, and besides their satisfaction is more complete — for it is within their power to keep electricity from going up. The customers of a private corporation cannot claim this privilege. A private corporation—upon the slightest pretext will raise the price of its service and its customers in every nine cases out of ten are compelled to put up with it—for the simple season there is no competition running against that service.
But Hydro-Electric is a first class electric service operated by the people for the people. By affording a healthy competition it has repeatedly reduced the rates, and every additional customer it gets will help to make them still lower.
If, as with Hydro—the people had the same privilege of dictating the prices — would gas, coal, wood, and the other necessities be in the "sky" high class?
By supporting Hydro-Electric you are supporting your own company and you have the satisfaction of helping the other customers to keep electric rates from going up.
When You Move In From Your Summer Cottage
The first matter of importance that will strike you will be your electric service, and naturally you will want only a first class one, and that one is your own company The Hydro-Electric. By phoning us we will relieve you of all responsibility, by connecting our service to your home as soon as you move in, and if you want more particulars about Hydro, plan and plant —ask us.
CITY OF OTTAWA
Ottawa Hydro-Electric Commission
Formerly Known as Ottawa Municipal Electric Department
109 BANK STREET, Cor. Albert Street.. Phone 1901 Queen

Two in one

Meals Beyond Compare
PLANNED, prepared and served to a Metropolitan nicety—a delightful contrast in luxurious travel to the barbaric splendor of the landscape. Nowhere on land, rail or sea is served a more delightful 75c table d' hote (or ala carte, if you prefer).
Great Northern dining car good things come fresh from the finest producing countries en route. Sun River celery; Wenatchee apples; Rocky and Cascade Mountain Jumbo potatoes; St. Paul corn-fed Beef. Chefs who are chefs—waiters trained in courtesy and service. There's appetite in a Great Northern meal.
Last selling dates Summer Excursion tickets to Eastern points, Sept. 11, 18, 21, 22, 25, 29 Final return limit October 31st.
A. WHITNALL, C.P. & T.A., 607 Hastings St. Phone Sey. 3386.
E. J. BURNS, A. G. P. & P. A.
GREAT NORTHERN RAILWAY

Worthy of emulation

unfair comparison in order to gain a point. Had the copy writer began his argument at the second paragraph and omitted the first his case would have been much stronger. Also, a more striking and interesting head line might have been originated instead of the present general and commonplace introduction. In reality, the two distinct and separate ideas would no doubt gain appreciably in effectiveness presented in two different advertisements in place of being combined as they are. Since the usual newspaper reader has but little time to give to the advertising columns, assuredly it would seem reasonable to regard this point in the preparation of any announcement intended to appeal to him.

* * *

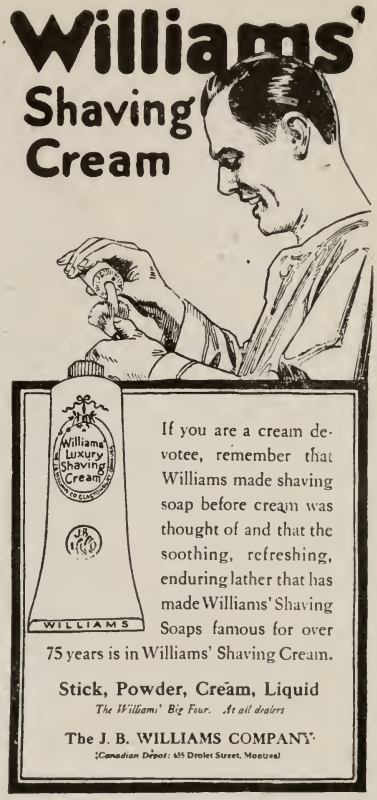
The sight of this attractive and tempting announcement of the Great Northern Railway, will recall to many the fine series of railroad advertisements familiar to magazine readers of two or three years ago. For the most part, however, the railroad companies still lag far behind other advertisers in the employment of those adventitious aids which make for sound, constructive and effective

Fit your writing with
For Army and Navy
Waterman's Ideal Fountain Pen
For School and College
NO two people write alike. Some write a delicate, shaded hand requiring a fine, flexible pen point. Some write a "scrawly" hand requiring a heavy point. Others write anywhere between these extremes, and hold the pen in an individual manner, each requiring a particular or unique gold point.
In Waterman's Ideal Fountain Pen you can find the point you need—fine, medium, coarse; flexible, normal, stiff; long or short nib, with round, fine or stub point—and perfect writing comfort.
Superior quality and strength—guaranteeing long life and dependability—have for thirty-four years made Waterman's Ideal the standard writing implement. Further improvements by two succeeding generations of experience maintain this position. The thought and science entering into the manufacturing of this pen does not show on the surface, but service counts—and service they give.
Made in Self-Filling, Safety, Regular and Pocket Types: $2.50, $4.00, $5.00 and up.
Illustrated Folder on Request
Sold at the Best Stores in Your Locality
L. E. Waterman Company, Limited
178 St. James Street, Montreal
New York London Paris

A fresh point of contact

publicity. It isn't because the railroads have not at their disposal the same resources which are readily available to the smallest advertiser; nor is it that the various corporations are deficient in ordinary business acumen and foresight. To what is due then their strange and apathetic attitude toward seasonable and progressive advertising? One can only surmise that it is because of the railroad's individual and peculiar method of paying for space by transportation and a consequent unwillingness to readjust their present relations with the press so that the agencies might collect a commission for their services. It would be difficult to estimate how much in actual dollars and cents the railroad companies have forfeited by maintaining this traditional custom; but judging from the amount of mediocre of advertising that is still seen, one might hazard the guess that the loss is far from

Realistic and eye-gripping


Williams' Shaving Cream
Williams Luxury Shaving Cream
WILLIAMS
If you are a cream devotee, remember that Williams made shaving soap before cream was thought of and that the soothing, refreshing, enduring lather that has made Williams' Shaving Soaps famous for over 75 years is in Williams' Shaving Cream.
Stick, Powder, Cream, Liquid
The Williams' Big Four. At all dealers
The J. B. WILLIAMS COMPANY
(Canadian Depot: 655 Drolet Street, Montreal)

Graphic and pointed

small. This recent advertisement of the Great North Western Railway is a fair indication of what might be done with the adoption of a more progressive and economic policy. Copy, layout and illustrations are well worth the careful study of any advertiser. An especially noteworthy feature is the effect of movement acquired by the artist in depicting the natural, and lifelike action of the waiter. It is almost possible to catch an appetizing whiff of the freshly

broiled steak. Certainly, it is easy for the reader to believe "there's *appetite* in a Great Northern meal."

* * *

The strong, direct effect of the Williams' Shaving Cream advertisement is a potent argument for simplicity. With a keen perception of the obvious limitations imposed on newspaper advertising the copy man, with creditable ingenuity, has grouped the component parts of the advertisement so that all the essential points may be seen at a glance. Then, too, the brief pointed message set in in clear, legible type invites a ready reading. Those who believe that carefully "worked-up" drawings are required for newspaper advertising would find themselves repaid by a five-minute inspection of the strong, clean lines,

"Thanks to Neōlin"
"My experience with this new shoe-sole has pleased me mightily. Thanks to Neōlin my shoes have given longer and better service. They have held their shape well—better than I ever knew shoes to do before. I tried Neōlin. I like the light, comfortable, noiseless tread that Neōlin brings—it's a foot-joy I never could quite get with leather. But the big thing I appreciate—the one thing I like above all the other advantages—is that Neōlin has yielded splendid wear—uniform, neat, waterproof, *lasting* wear. It has helped me to get full service from the uppers. And, besides giving me all these benefits, Neōlin has enabled me to buy good shoes at a price within reason. Yes, I certainly will ask for Neōlin on the next new shoes I buy."
In words such as these not one man alone but thousands have spoken their praise of Neōlin.
Science produced this modern shoe-sole less than two years ago.
Since that time giant machinery has turned out hundreds of thousands of Neōlin soles.
On all kinds of shoes, Neōlin is proving itself replete with new-found virtues—outwearing, outlasting, out-rivalling leather in all that you demand of a shoe-sole.
Neōlin yields pliantly and cosily to the tread—it remains as flexible as the human foot itself.
Its lightness is good for working or walking.
Its uniform goodness, its waterproofness, make it a fine sole for winter or vacation shoes.
Your first Neōlin-shod shoes will give you many surprises—pleasant surprises.
You will note the stylishness that stays.
You will welcome, most certain thing of all, the increased—even doubled-wear and cut-down shoes-bills—thanks to Neōlin.
Neōlin quality is always the same on any priced shoe. Ask your shoe dealer to show you the various styles he carries with Neōlin soles.
Look for the Neōlin price ticket in his window. He has been supplied with them to mark his store as a Neōlin store.
Neōlin has been a great success. Because of distinct superorities it is replacing leather for shoe-soles. Neōlin's appearance can be imitated. But Neōlin's qualities are the result of methods and materials known only to us.
Now there *are* other soles that look like Neōlin. But there is only *one* Neōlin—and every pair of soles is branded like the shoe above.
To be sure of the genuine Neōlin—mark that mark stamp it on your memory. Ask for Neōlin with the accent on the "o"—Ne-o-lin—the trade symbol for a quality product of
The Goodyear Tire and Rubber Co. of Canada, Limited
Soles of Neōlin
BETTER THAN LEATHER
This is the Neōlin price ticket, which is to tell you the shoes with Neōlin soles. Look for them in your dealer's window
Neōlin soles

"Alas, poor Yorick!"

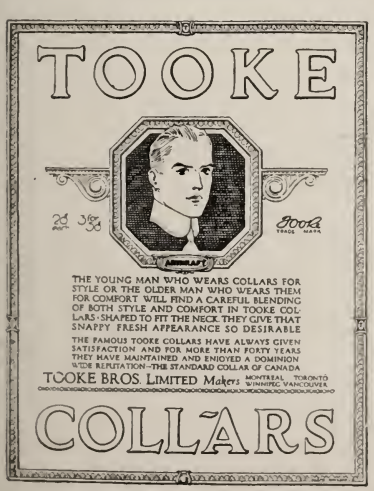
open spaces, and solid blacks that render this advertisement so attractive. Such work, moreover, has the additional merit of being fool-proof, for it will appear well printed on any kind of paper or in any position.

* * *

The Waterman advertisement is submitted as an example of a sound, constructive selling idea carried out in a logical and striking manner. True, the basic thought is not new, but the mode of presentation is at least fresh enough to acquire considerable attention. Among all the advertisements in the magazine it was one of very few to catch and hold the critic's eye.

* * *

The manufacturers of the Noblemen Cigar scored a "bull" when they produced this, their most recent advertisement. No-


TOOKE
THE YOUNG MAN WHO WEARS COLLARS FOR STYLE OR THE OLDER MAN WHO WEARS THEM FOR COMFORT WILL FIND A CAREFUL BLENDING OF BOTH STYLE AND COMFORT IN TOOKE COLLARS · SHAPED TO FIT THE NECK THEY GIVE THAT SNAPPY FRESH APPEARANCE SO DESIRABLE
THE FAMOUS TOOKE COLLARS HAVE ALWAYS GIVEN SATISFACTION AND FOR MORE THAN FORTY YEARS THEY HAVE MAINTAINED AND ENJOYED A DOMINION WIDE REPUTATION—THE STANDARD COLLAR OF CANADA
TOOKE BROS. LIMITED Makers MONTREAL TORONTO WINNIPEG VANCOUVER
COLLARS

Obvious straining for effect

In Painting Circles
—or wherever craftsmen gather, it is usually observed that
RAMSAY'S PAINT
is specified and used with much satisfaction.
Specify "RAMSAY'S" for your next job—or the odd jobs you do yourself.
A. RAMSAY & SON COMPANY
Makers of Fine Paints
Montreal Toronto Vancouver
ESTABLISHED 1842
RAMSAY'S
PAINTS

Copy sacrificed to layout

thing more striking, realistic or attention-compelling has been seen in the newspapers for some time, and for this unusual result the chief credit must perforce be given to the artist who drew the design. The copy man's contribution, "Have you smoked one lately?" appears to be a quotation from Robert Burns—cigar advertisement. If so, it seems only fair that the customary credit should be given. *Noblesse oblige.*

* * *

The action of the young man in the Neolin advertisement is strongly reminiscent of Hamlet in the graveyard scene where he takes up the skull of the jester, Yorick, and proceeds to deliver a now memorable eulogy of his defunct friend to Horatio. It taxes credulity to the utmost to conceive of a present day youth, even "a fellow of infinite chest" (as the paragraphers put it), doing anything of the kind. Now if this advertisement had appeared sometime over a year ago —but even this excuse might not hold. Still there are times when

the conversational device may be appropriate and very effectually introduced to convey an impression that might not otherwise be obtainable; but there is danger in the soliloquy; for persons who are in the habit of talking to themselves, even about their soles, are apt to give their friends some concern as to their sanity. Hamlet had this habit, and everyone knows what happened to him! Relieved of this most improbable situation, the Neolin advertisement has much to commend it. Though the copy otherwise might be a trifle wordy, it yet has a genuine ring, while the layout and drawings have been skilfully handled.

* * *

"Ornament construction, but do not construct ornament," was the sound advice of Theodore Devinne to an apprentice who had submitted to him with pride the proof of a job of which artistic embellishment was the out-standing feature. The designer of the Tooke advertisement has apparently overlooked or forgotten this most excellent maxim. For in his effort to achieve distinction of effect he has violated some of the principles which govern good taste and good design. In a newspaper advertisement, particularly, very few persons can spend the extra time required to read words in capitals. Moreover the heavy, architectural motive chosen for the decoration is scarcely suited to such a light refined article as neckwear. The whole advertisement could, in the critic's opinion, be made more attractive by a reduction to simpler terms. At present its effect is too cumbrous and labored to be wholly pleasing. The smaller, single column advertisements of the same concern are much happier in their general treatment.

* * *

The Ramsay Paint copy is rather suggestive of that now bromidic phrase that went the rounds of clothing and automobile and cigarette advertisements a few years ago, namely, and to wit: "Whenever men of wealth, culture and beetling brows are gathered together, there will you find a congenital weakness for Kerensky's Plastic Punk"—*ad lib.* The critic's belief is that when craftsman or ordinary mortals assemble for any purpose other than to perform the day's stint, their conversation is usually about things remote from "shop." Unless of course they should happen to be stage folk, or newspaper writers or advertising men,—who, as every one agrees are (to use another bromide) "in a class by themselves." A little educative talk about Ramsay's paint—how it is made and what it does—would be preferable to filling the space with time-worn phrases which mean nothing in particular and can have no possible interest for the hard-headed paint buyer.

Don't memorize too many rules for advertising: some of them are changed with every edition of the book.

D'ARCY SPEAKS ON AD CLUB MOVEMENT

William C. D'Arcy, President of the A. A. C. of W. Addresses the Toronto Ad Club on the Educational Work of the Organization in the United States—The Achievement of the Vigilance Committee—How Advertising Men Sold the Liberty Loan—$800,000,000 spent Yearly in Advertising

AT the first seasonal meeting of the Toronto Ad Club, held in the Hotel Carls-Rite on the evening of September 26th, Mr. William C. D'Arcy, of St. Louis, President of the Associated Ad Clubs of the World, spoke on the significance of the ad club movement.

"I come as an ally," he began amid cheers. "I have no set speech because I am in my own family; this part of my organization (alluding to himself) belongs to Toronto." Then in a more serious vein he recited briefly some of the early struggles incident to the development of the ad club movement, and compared the original status of the organization with its established position to-day. One hundred and fifty advertising representatives attended the first convention; this year there were seven thousand present. No lawyer or college professor could be induced to address the first general meeting; last year the University of Pennsylvania had thrown open its gates to the advertising delegates to Philadelphia, while Provost Smith had conferred the degree of Doctor of Laws on Herbert S. Houston in recognition of the efforts of the Associated Clubs in making advertising a social and economic power for good. "And if men in executive positions of the Associated Clubs were enabled to buy stock in the organization it would be even a greater potential force than it is to-day," declared Mr. D'Arcy.

WILLIAM C. D'ARCY
President of the Associated Advertising Clubs of the World

There are now 17,000 men in the American Advertising Clubs, and lectures were held in twenty-five

colleges and all the Y.M.C.A.'s in the States based on texts and courses prepared by the membership of the Educational Committee. "The educational side of advertising is coming into its own," Mr. D'Arcy remarked. He told how St. Louis had benefited by the holding of the advertising convention there, and thought Toronto would yet reap the benefit of its convention. Over $800,000,000 was spent in advertising every year, and Mr. D'Arcy dwelt enthusiastically on the prospects in the field. Especially was it so in Canada, for "advertising is dependent on the growth of the retail business of the country, and it is the one link with the consumer."

Telling of the Vigilance Committee of the Association, he said: A Vigilance Committee was at work whose duty it was to go after such characters or any others who misrepresented values. As a result of the activities of this Committee many of the larger establishments, he stated, had ceased publishing comparative values or to exaggerate values of goods. Over 300 cases were on record where the committee had changed specific advertising. "When we find a man using advertising improperly we show him how to use it rightly without giving him publicity. Such work in itself justifies the existence of the ad clubs."

An enthusiast on advertising, Mr. D'Arcy related the details in connection with the publicity campaings carried out by the Executive of the Advertising Clubs of America for the flotation of the "Liberty Loan," and announced that it was so great a success that the same body would float the next loan in the States and would sell every bond. He said the Executive offered their services to the United States Government as a patriotic duty. It formulated a scheme for marketing the "Liberty" issue. This was submitted to a representative body of bankers for their advice. After it had been explained to them, they replied, "You don't need advice; you know how to sell bonds; go ahead," and forthwith they gave their wholehearted support to the plan.

The scheme had been pre-eminently successful. By the sale of $1,000,000 worth of advertising there were secured practically 4,000,000 buyers of bonds. Arguing from this point, he declared that all advertising must be of an educational nature, and it must be honest to produce results.

Dealing with Canadian affairs, he said that if any assistance were required by the Advertising Clubs or those in charge of the publicity work in connection with the next Canadian War Loan, the Executive would gladly do everything possible to make it a success. They had only to state their wants and they would be cheerfully complied with. "We are all in the same boat," he concluded; "democracy is to win."

Mayor Church, who was a guest, in welcoming Mr. D'Arcy, said he was proud of the Ad Club of Toronto, and referred to its work in the Red Cross and Patriotic Fund Campaigns. There was a great future for the advertising

profession. He suggested that a joint meeting of the government of the city and the Advertising Club be held before the close of the war in order that a plan might be worked out to meet conditions after the war.

Mr. R. F. Fitzpatrick, the recently-elected president, occupied the chair.

TACTFUL ENFORCEMENT OF COMPULSORY MILITARY SERVICE

FROM the evidence afforded by the advertising being placed in Canadian newspapers by the Military Service Council, "strong-arm" methods are not being utilized.

A sane and attractive presentation of the law is being promulgated so that every man liable to be called for service is instructed in all the details of enrollment, procedure in applying for exemption, rates of pay allowed for various ranks, separation allowances and so forth.

The adoption by the authorities of such a reasonable and commonsense attitude cannot but impress favorably the minds of those to whom the force of this advertising is directed. In place of the rough and indiscriminate press-gang methods of the days of Wellington and Nelson, we have the more moderate, more considerate enforcement of the law regulating the call to the colors which is none the less effective because inspired by a decent respect for the common rights of the individual—whether of the employer or employe.

Selection as a substitute for *conscription* may sound like an euphemism, but if it begets an agreeable frame of mind when a disagreeable one might easily be provoked, who will contend that this nice choice of words is not justified? The fact that the entire series of Military Service announcements so far have been noticeable for the courteous, business-like terms in which they have been couched, looks as if, in the case of the Conscription Law, at least, indirect persuasion had usurped the office of the big stick. As one man remarked, "it is taking the raw edge off the law."

CANADA

Pay Will Be The Same

Men selected under the Military Service Act will receive the same pay as those now on active service receive. Pay will start from the time a man reports for duty. Money from the Patriotic Fund and Separation Allowance will also be available for selected men.

Canadian soldiers are well paid. The fact that wages in Canada are generally higher than those paid in Europe is recognized in the system of remuneration for men on active service. Clothing and all equipment in addition to food is also supplied to the Canadian soldier, leaving him with no expense except personal incidentals.

The rate of pay for men in the Canadian Expeditionary Force, other than commissioned officers, is as follows:

	Per Diem	Paid Weekly
Warrant Officers	$2.00	30 cts.
Regimental Sergt. Major, if not a Warrant Officer	1.85	20 "
Quartermaster-Sergeants	1.80	20 "
Orderly Room Clerks	1.50	20 "
Orderly Room Sergeants	1.50	20 "
Pay Sergeants	1.50	20 "
Signal, Batt., or Co. Sergt-Major	1.60	20 "
Colour-Sergeant or Staff-Sergeant	1.60	20 "
Signal, Batt. or Co. Q.M.S.	1.50	20 "
Sergeants	1.25	15 "
Lance-Sergeants	1.15	15 "
Corporals	1.10	10 "
Lance-Corporals	1.05	10 "
Bombardiers, or Second Corporals	1.05	10 "
Trumpeters, Buglers, and Drummers	1.00	10 "
Privates, Gunners, Drivers	1.00	10 "
Sappers, Bombers, etc.	1.00	10 "

As in the case of those already gone overseas, Separation Allowances will be available for those dependent for livelihood upon selected men. The Separation Allowance is $20.00 per month for the rank and file, $25.00 for sergeants and staff-sergeants and $30.00 for warrant officers. The experience is that many men can afford to assign half their pay to dependents, in addition.

A considerable number of men who have enlisted in the Canadian forces have found themselves better off under the army rate of pay, which is granted in addition to board, lodging, clothing, equipment, transportation, etc., than they were while in civilian positions. Their wants are provided for, and they receive a steady addition to the bank account each month.

Issued by
The Military Service Council.

Putting the soft pedal on conscription.

CANADA'S VICTORY LOAN

Canada's Fourth War Loan to be the Subject of a Record Advertising Campaign

THE government of Canada want to borrow another $150,000,000 from the people. And to make sure that this stupendous sum is raised in quick time, they are putting on the biggest national advertising campaign ever seen in Canada.

Bonds are to be issued in denominations as low as $50.00, as the intention is to make this issue essentially a popular one, so that it will be easy for practically all classes of the community to help the good cause along.

Before deciding upon the plan of campaign, Sir Thomas White, Minister of Finance, decided to call for the assistance of experts in publicity.

He called upon J. H. Woods, and John Imrie, president and secretary respectively of the Canadian Press Association to name a committee of their members to co-operate with himself and an advisory committee of advertising agents, in the preparation and placing of an advertising campaign.

The Advisory Board of publishers thus constituted consists of: J. H. Woods, Calgary *Herald*, chairman; John Imrie, Secretary; W. J. Taylor, Woodstock *Sentinel-Review;* G. E. Scroggie, Toronto *Mail and Empire;* H. A. Robert, *La Presse*, Montreal; W. E. Smallfield, Renfrew *Mercury;* John Weld, *Farmer's Advocate*, London.

The membership of the Advisory Board of Advertising Agents is as follows: C. T. Pearce of A. McKim Limited, Toronto, Chairman; John P. Patterson, of Norris-Patterson, Limited, Toronto, Secretary; J. J. Gibbons, of J. J. Gibbons Limited, Toronto; E. S. Desbarats, of the Desbarats' Advertising Agency, Montreal; J. E. McConnell, of McConnell & Ferguson, London.

Working with these Advisory Boards is a Committee of the Bond Dealers' Association.

The plan is now well under way, and very shortly will appear the most striking Government Advertising Campaign yet seen in Canada, in the effort to make Canada's Victory Loan a huge success, and to pave the way for any other loans that the progress of the war may make necessary.

No corner of the Dominion is to be overlooked; no section of the population passed by in this great National appeal. While large subscriptions from wealthy individuals and institutions will be welcomed the main idea is to make this a people's popular loan in every sense of the term.

"We are printing more than 52,000 copies now, though the rate is based on 40,000," was the interesting announcement made by *MacLean's Magazine* recently.

PUBLISHERS' OWN ADVERTISING

THE Winnipeg *Farmer's Advocate*, in a recent letter to advertisers declares that the 1917 wheat crop of Western Canada will net the farmers over $400,000,000; oats, $150,000,000; barley, $36,000,000; flax, $20,000,000. Further, it says, that everything else which the farmers have to sell is bringing a price much higher than in the past.

* * *

"Are You on the Inside?" is the title of a factful folder, got out recently by *Motor in Canada*, Winnipeg. The stock is thick card on the outside of which is a natural representation of an office door with the provocative title in white. On the inside are set forth certain specific reasons why *Motor in Canada* attracts and keeps its advertisers, followed by a classified list of firms in the trade. The back cover is devoted to a schedule of the publication's advertising rates.

* * *

Public interest in advertising is pretty generally regarded as something of recent date. It is, therefore, somewhat surprising to find that as far back as November 26th, 1858, the Rev. Dr. McCaul, who, we believe, was sometime president of the University of Toronto—delivered a lecture on that date to the members of the Mechanics' Institute, Toronto, on the *Advertisements of the Ancient Romans*. So far as ECONOMIC ADVERTISING knows this is the earliest recorded instance of where the subject of advertising has been discussed before a popular Canadian gathering.

* * *

A detailed statement of the circulation of the *Mail and Empire*, Toronto, compiled in handy booklet form has just been issued. Towns with their respective number of subscribers are listed in alphabetical order convenient for reference. Provincial and county figures are also tabulated and classified. Altogether the information is of a kind that will be readily appreciated by advertisers.

* * *

The *Free Press*, London, is showing considerable business enterprise in its effort to enlist more serious attention to financial newspaper advertising. Recently it ran a three column, full length article, headed "How Advertising has taken the 'Dig' out of Dignity," that must have been read with interest by those who are concerned in this subject. It would seem more politic, however, if those responsible for the advertising were to use material from the pens of local, or at the outside, Canadian financial writers, since there is a noticeable disparity between the American and the Canadian banker's point of view, when it comes to advertising. Thus, it might have been well, if, in place of the present somewhat slangy head line, one more in keeping with the restrained tone of the subject matter had been chosen.

"The Ad-Route" of the Winnipeg *Tribune*, is a little magazine presenting a good deal of the essence of advertising wisdom

SERG. RICHARD C. HOWSON
Formerly Manager of Montreal Office, Commercial Press, Limited, who died of wounds in France. He reverted from the rank of lieutenant to private in order to get to the front, and was subsequently promoted to sergeant.

boiled down into pertinent and pointed paragraphs. It is interesting and informative beneath a somewhat breezy exterior.

NEW LABELING LAW PROPOSED IN CANADA

THE Canadian Minister of Trade and Commerce recently introduced a bill requiring that the name and address of the fillers, the weight, measure, or quantity of their contents, and dates of packing shall be marked on the labels of all packages "containing human food or other commodities" in Canada. Excluded from the provisions of the bill are packages for export, articles weighed or measured at the the time of sale in the presence of the customer, or fresh fruit and vegetables. The bill provided penalties for violation of its provisions, and set January 1st, 1918, as the date for its operation to begin.

STANLEY CLAGUE SUCCEEDS WHITMAN IN A. B. C.

STANLEY CLAGUE, of the Taylor - Critchfield - Clague Company, Chicago, was last week elected by the Board of Directors of the Audit Bureau of Circulations to succeed Russell R. Whitman as managing director. Mr. Whitman resigned from the Bureau following his purchase of the New York *Commercial*. Mr. Clague will devote his entire energies to promoting the work of the Bureau, and has withdrawn from the Taylor-Critchfield-Clague Company.

It was largely through Mr. Clague's efforts that the Bureau was founded three years ago. As president of the Western Advertising Agents Association, he was instrumental in raising the preliminary funds to bring about the organization, and he has been a director and moving spirit in it ever since. His work as chairman of the standard forms and audits committee equips him to carry out the plans he has in mind for extending the service of the Bureau and making it more and more valuable to advertisers, advertising agencies and publishers.

MEN AND MEDIA

JOHN C. KIRKWOOD, Toronto, advertising counsel, is giving a portion of his time to the Continental Publishing Company, Toronto, publishers of *Everywoman's World* and *Rural Canada for Women*. Mr. Kirkwood's services will be available to Canadian and American advertisers desiring special information about the Canadian field and marketing plans.

* * *

Mary M. Murphy, formerly on the editorial staff of the Ottawa *Evening Journal*, has been appointed managing editor of *Everywoman's World*, Toronto. Miss Murphy has been Ottawa correspondent for several big dailies and news agencies in Canada, the United States and England, but has abandoned this field in order to take up the more specialized woman's work. . . . . In the past, her Irish wit and kindliness have endeared her to a large circle of readers, and these qualities will form a valuable asset in her new position. She has been best known as "M. M. M." and over these initials her editorials, criticisms and feature articles have received warm praise.

* * *

Charles C. Nixon, vice-president of the Continental Publishing Co., Limited, Toronto, has turned over his duties as head of the advertising department to Mr. Robertson Y. MacLean, who for some time has been manager of sales for the advertising department of *Everywoman's World*. Mr. Nixon has become superintending editor of this magazine—returning to his old love of editing. Editing was his work for five years before turning six years ago to advertising, at which he has been very successful.

* * *

H. D. Kresge, former advertising manager of the R. S. Williams Company, Toronto, has become advertising manager of the *Phonograph*, New York. He has been succeeded by James H. Imrie, a well-known Toronto advertising man.

* * *

L. D. Taylor, formerly mayor of Vancouver and ex-publisher of the Vancouver *World*, is planning a new weekly for that city. Until recently he has been publishing a newspaper at Fort George, in the Northern Interior.

* * *

Lieutenant F. S. Hobbs, former publisher of the Hastings, Ont., *Star*, has started a small magazine in Murren, Switzerland, where he was interned after being taken prisoner by the Germans.

* * *

M. J. Shea, for seven years a member of the editorial staff of the Winnipeg *Free Press*, has left for Ottawa to take the position of western editor of the newly organized Canadian Press, Limited, which is to supply a news service to all the daily papers in Canada. Mr. Shea was presented with a handsome travelling bag by his associates on the *Free Press* staff.

Charles E. Coling, advertising manager of the Winnipeg *Free Press*, was a recent visitor to Economic Advertising. He reports the business outlook in the West as excellent, due in a large measure to a particularly bountiful harvest this year.

* * *

Mrs. L. A. Gurnett has resigned as editor of the woman's department of the Toronto *Mail and Empire* to become secretary of the women's auxiliary to the Dominion Organization of Resources Committee.

* * *

The Montreal *Mail*, established September 8th, 1913, has ceased publication.

* * *

The Vancouver *Sun* has purchased the plant, equipment and good will of the Vancouver *News-Advertiser*.

* * *

Frank Dunn, formerly on the editorial staff of the Victoria (B.C.) *Colonist* and the Victoria *Times*, has been granted a commission in a British regiment after two years' service in Europe. He is a son of Robert Dunn, editor of the Victoria *Times*.

* * *

E. N. A. Phenix, for many years on the staff of the Toronto, Ont., *Globe*, died in that city a few days ago. Failing health compelled his retirement from active work a short time ago.

* * *

The *Prairie Farm and Home*, Regina, Sask., has discontinued publication.

S. K. Medland, recently in agency work at Johannesburg, South Africa, has joined the staff of Smith, Denne & Moore, Limited, advertising agents, Toronto.

* * *

George D. Davis, editor of *Hardware and Metal*, Toronto, for the past five years, has become advertising manager of that publication, succeeding James Lorriman.

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With The Sunday World, the advertiser gets a high-class five cent weekly paper, with a larger total circulation than any of its penny competitors. The Toronto World's combination contract gives Sunday World advertising at Daily World rates, making the best advertising buy offered by any Canadian paper—the biggest and best Ontario paper at as little as six cents per agate line.

Ask your favorite advertising agency to give you particulars, or write direct to the Advertising Department of The Toronto World, Toronto

RINGING THE BELL!

Canadian Courier will ring the 50,000 Bell every week now. We guarantee to our advertisers an average net paid circulation of 50,000 per week for the current audit period of one year—July 1st, 1917, to July 1st, 1918—and will probably give them an excess of several thousand circulation per week, as we have done during the past year

CIRCULATION GUARANTEE **50,000** AVERAGE NET PA

CANADIAN

RATE 30c. PER LINE **COURIER** MEMBER A. B.

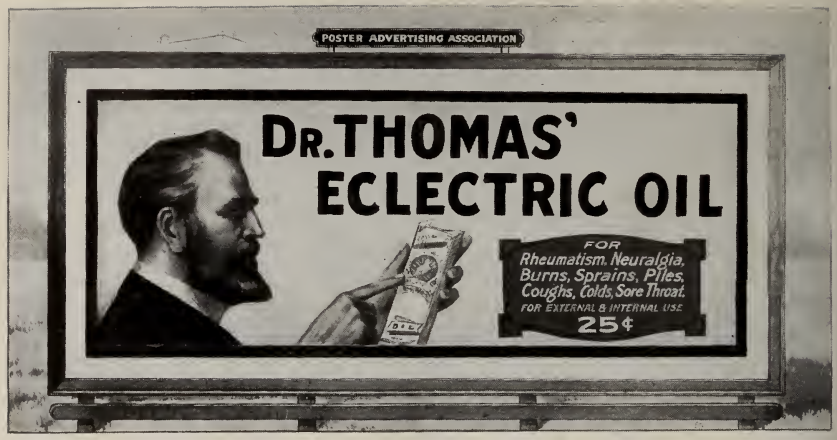
TORONTO

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, October, 1917 No. 10

AUSTIN ADDISON BRIGGS, OF THE



Grandfather's Household Remedy

For 57 years Dr. Thomas' Eclectric Oil has been the well known household remedy. After careful analysis of various media, the wide awake modern management of Messrs. Northrop & Lyman Co. adopted Poster advertising as the "up-to-the-minute" method of increasing sales. The following expression of opinion is an evidence of their sound judgment:

"The Trade everywhere have spoken very highly indeed of our Posters, and we have had a substantial increase in our sales."

Poster Publicity Pays

Estimates on Poster Advertising can readily be obtained in any desired cities or towns by addressing this Association or any Official Representative.

POSTER ADVERTISING ASSOCIATION OF CANADA

W. W. SCANE, Sec. CHATHAM, ONT.

OFFICIAL REPRESENTATIVES

Canadian Poster Company	Lewis Building, Montreal, Que.
Harry Duker, Limited	Vancouver, B.C.
A. R. Kent	804 Kent Building, Toronto, Ont.
London Bill Posting Agency	London, Ont.
The Lindsay-Walker Co., Limited	Winnipeg, Man.
E. L. Ruddy Co.	11 Wellington St. East, Toronto, Ont.
Wadsworth-Nathanson Co.	501 C.P.R. Building, Toronto, Ont.

A Basis For Judging Values

Circulations are to be measured by two tests: what is received for 1 cent per line paid; and the purchasing power of subscribers. Applying these two tests to

EVERYWOMAN'S WORLD

Canada's Great Home Magazine

we have the following:

1,450 circulation is obtained for 1 cent a line, and $8,200 is the average value of the homes occupied by our readers. We obtained this property information through taking, at the beginning of this year, a cross section of over 25,000 subscribers.

When EVERYWOMAN'S WORLD is used in conjunction with RURAL CANADA for WOMEN, our new magazine for women, at the combination line rate of $1.00, we get this: 1,750 circulation is obtained for 1 cent a line. This gives 175,000 circulation for the dollar paid.

Dominant Space in Dominant Mediums

Using the dominant medium in the field to be solicited, and using it in a dominant way—by the use of large copy—is now the guiding principle of those who have bought knowledge in The Costly School of Experience. Applying this in Canada, we have this:

Large copy in EVERYWOMAN'S WORLD consistently used, gives the advertiser the best present and permanent results at least costs.

We are prepared to demonstrate this axiom convincingly, if you will accord us the privilege, by appointment of an interview. We have in mind advertisers having moderate appropriations of $1,500 to $3,000 for national advertising.

Send for a sample copy of RURAL CANADA for WOMEN, our new women's magazine, if you have not already seen it. This magazine serves a distinct field in a very powerful way. The guaranteed circulation is 50,000 and the rate 35c.

The Continental Publishing Co., Limited

Continental Building, Toronto

The Fattening Farmer

THE farmer is, to-day, the chief motor-car buyer. The farmer's family is as well-dressed, as well-fed, as is any town family. Farmers' wives and daughters wear furs as do their town and city cousins. Their houses are patterned after city models. Homes on farms contain pianos, phonographs, bathrooms, electric light, running water, furnaces,—but why continue the recital?

THE POINT IS: To-day farm families, especially those whom we reach, constitute a magnificent market for all advertisers.

20,000 Plus 10,000 Extra is Yours for the Price of 20,000

You pay rates based on a 20,000 A. B. C. circulation. We are actually giving you 30,000 circulation.

January	1917, we gave you	21,598	circulation.	
February	"	"	23,895	"
March	"	"	23,714	"
April	"	"	24,456	"
May	"	"	22,740	"
June	"	"	24,781	"
July	"	"	24,914	"
August	"	"	26,621	"
September	"	"	27,121	"
October	"	"	(figures not yet available, but press run was 30,000.)	

THIS CIRCULATION will be given you in absolute detail—for every province separately, and for every county in every province separately. The record is all printed, ready to be mailed to you. You buy daylight circulation when you buy FARMER'S MAGAZINE.

Making Up Your 1918 Schedule

DO as many have done (their names on request): begin your use of farm papers with FARMER'S MAGAZINE—**grow** into other mediums rather than **go** into them, $907.20 gives you 12 full pages—one a month for the whole year. The richest classes among farmers—those worth from $10,000 to $20,000—are FARMER'S MAGAZINE peculiar constituency.

N.B.—Be in the December Number (out December 1) with your Christmas advertisement. Buy 30,000 circulation for the price of 20,000. Schedule FARMER'S FIRST—for national effect on the best and richest list of prospects reachable through any one medium.

MacLean Publishing Company, Limited

143-153 University Ave., Toronto

Also at Montreal, Winnipeg, New York, Chicago, Boston
London, Eng.

ECONOMIC ADVERTISING

VOLUME X TORONTO NUMBER 10

OCTOBER, 1917

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Economic Advertising is issued on the tenth of each month. Copy and cuts for advertisements should be received not later than the first of the month preceding date of publication. Advertising rates and additional information will be submitted on further application. Address all communications to the publishers, Norris-Patterson, Mail Building, Toronto, Canada.

Send for a Copy of A.B.C. Audit Report on

Canadian Countryman

Circulation

WE will be glad to send to any advertiser or advertising agency a copy of full detailed report of the audit of Canadian Countryman's circulation, just issued by the Audit Bureau of Circulations.

We would give a summary of the figures here but for the rule of the A. B. C. that publication of extracts from reports is not permitted. If published at all, a report must be given in full. This is an excellent procedure, as it discourages the acceptance of circulation totals as an index to the merit of a publication, and encourages the creation of quality standards through analysis of methods by which circulation is secured and maintained, percentage of renewals, etc.

There are three prime essentials that you look for in estimating the value of circulation—net paid AVERAGE circulation, percentage of renewal subscriptions, and subscriptions in arrears. The Countryman's audited figures under these headings accurately reveal a measure of both quantity and quality that you cannot help finding highly satisfactory.

In definitely determining quality of circulation you look for percentage of renewals as the best indication of editorial strength and reader influence. Too frequently this figure is not ascertainable. The Countryman's renewal percentage is equalled by few agricultural papers anywhere.

You will be interested in our high percentage of subscribers fully paid up, and our small percentage of arrears. A clean, live list means a great deal to the advertiser. The most responsive, interested circulation is that which shows the greatest number of fully paid up subscribers.

The audit figures give Canadian Countryman a net paid circulation nearly 100% higher than that of any but one other farm publication in Eastern Canada, and 25% higher than that of the one publication referred to.

For the first nine months of 1917 the average net paid circulation of Canadian Countryman has been well over

37,000

Weekly

Increase in Advertising Rates.—As announced June 1, the Countryman's rate will be 18c. per line, flat, starting with January 1. On contracts for less than 1,000 lines our present rate is 18c., and on contracts for 1,000 lines or more, 15c. Contracts placed before January 1 carry the 15c. rate only on such space as may be actually used not later than our December 29 issue.

The Canadian Countryman Publishing Co.

14 McCaul St., Toronto, Ont.

VOLUME X OCTOBER, 1917 NUMBER 10

Economic Advertising

A Monthly Magazine of Canadian Advertising

ADVERTISING AND MERCHANDISING ARE BOTH ESSENTIAL

By JOHN C. KIRKWOOD

HOW THE ATTEMPT TO DO WITHOUT EITHER INVITES FAILURE

THE other day a man came into our office to enquire about rates. He said that aforetime he had been selling his lines by canvassers who went from house to house. The article sold at $4.50 and if it is advertised, which it probably will be, it will be sold at $2.50 or some figure like that. At any rate it will cost the consumer nearly $2.00 less to buy it by mail than it did when it was bought at the door.

The reason that this man is advertising is that he cannot get agents at the present time owing to the shortage of men. He must keep up his business and is now turning his attention to advertising and the result is that the moment he does this, down comes the price. It occurs to me that there is something in this circumstance that might be of use at this particular time. A careful analysis of the situation mentioned leads to two important deductions, namely, that advertising can insure a wider distribution in a shorter time and at less cost than when house-to-house canvassers are used, and the recognition of the merchandising force of advertising as against the personal representative.

I do not advocate for a moment that personal representatives should be eliminated. This is, in the case of manufacturers whose product is sold by the retail trade, but the fact is that there are many manufacturers in the country who are not using consumer advertising or even advertising to the trade direct to facilitate the work of their travellers. It is an old story, of course, that advertising reduces the cost of distribution, but many a manufacturer has not yet learned the truth, nor does he recognize this fact: that advertising stabilizes distribution and insures it. There

is the thought that manufacturers, whose goods are sold to the retail trade, have perhaps been putting the cart before the horse. That is, they have been merchandising without advertising. To make this a little clearer: as we are aware, during the last two or three years, there has been a great deal of publicity of the nature of Y.M.C.A. campaigns to raise funds and add members; the temperance campaign in Ontario to bring about prohibition; campaigns to raise money for Red Cross and patriotic funds; the selling of war loans; and so on. When advertising alone is relied on, it does not do the work, and when canvassing or personal work alone is relied on, it does not do the work. It really requires the combination of the two forces.

When the big plans were made which led up to prohibition in Ontario, publicity was not planned at all; only merchandising. The idea was to have public speakers go about the country and to organize committees and to do a tremendous amount of organization work involving the employment of individuals' time and so on, to get the idea of cost. When the advertising agent met the committee and sold them advertising to support, not to replace, the merchandising of the idea, the result was marvelous and rapid. The idea at that time was at first to use only small spaces and spend only about $5,000. The agent was able to bring them up from 300 line to 1,200 line copy, and to spend $20,000 or more instead of the modest $5,000, and we all know the result.

In connection with the other campaigns of late, committees have been formed, or rather groups of men captained by others, and personal solicitation has been used; but before this merchandising was done, the advertising was in full blast to prepare the public mind. This same proceeding has been done in connection with Y.M.C.A., Red Cross, Patriotic, and other objects.

Now the new war-loan is about to be launched; and this time, different from previous occasions, there is to be a tremendously strong merchandising organization to follow up the advertising. Advertising will be used to introduce the general idea, and then when the campaign is on, there will be a great deal of personal solicitation by men who have been thoroughly organized into canvassing companies to put the idea across. 37,000 people subscribed before, and it is the hope now, as we know, to get 150,000. This can be done by a great deal of personal work.

The general idea here is that merchandising and advertising must go hand in hand if the best results are to be obtained.

Advertising when it is thoroughly supported can secure very wonderful results. But this same idea has not yet possessed the minds of retailers in local communities who will advertise, but will not merchandise, or who will merchandise but will not advertise.

CHOOSING THE RIGHT WORD

By WILLIAM G. COLGATE

THE POWER OF WORDS TO CONVEY THE RIGHT IMPRESSION

AN advertising man would hardly look between the sober brown covers of the *Atlantic Monthly* for a treatise on copy writing. Yet in the August number of this decorous and staid old periodical appears an article contributed by Lisa Ysaye Tarleau, entitled "Magic Advertisements," which conveys a useful, if indirect, object lesson on the marvellous suggestive power that lies in a nice choice of words. There is, however, a pedantry in advertising, as in literature, that is ever ready to split hairs over precise shades of meaning; there is conversely a partisanship of colloquialism that is far less punctilious than it ought to be concerning style. Midway between the two there is the scrupulous regard for the right word which secures the intended effect without compromising either interest or facility of expression. It is with this latter point of view that the author is obviously in sympathy.

"Have you ever seen magic advertisements?" asked the Lady in Blue. "Advertisements that read like poetry, or a fairy tale, and that had all the delicate imagery of sweet and fragile verses?"

"Never," said the Gentleman in Gray. "The advertisements I find in our daily papers—"

"Pray, do not speak of them," interrupted the Lady in Blue. "Rather come here to me and look at this delightful prospectus a French perfumer has sent me. I don't know if his perfumes are perfect, but the names he has given them are quite exquisite. They have the true magic of all inspired things—they made me dream and smile, and wonder. Here is the first of them: '*Avril en Fleurs*'—April in Bloom. Don't you feel at once the freshness of young, half-opened blossoms, and the crinkly softness of baby-leaves? I saw, as in a flash, the light-blue April sky before me, with its hurrying white clouds and its unexpected little winds, and I felt the whole scent of spring in the air. Now is not that a magic advertisement?"

Most of us will be inclined to agree that this happy invention would seem to possess the Midas touch all right.

"But," she continues, "that is not the best by far." Here is another perfume with the charming name, '*Le Bon Vieux Temps.*' Are there more words needed to create for you great-grandmother's time, with its potpourri-jars, and its hoopskirts, its little elegancies, and its faded sweetness? Or here: '*La Violette de Madame*'—can you give me anything more insinuating and coquettish? And thus I could go through the whole list—every name is a masterpiece. See this one '*Le Jardin de Mon Cure.*' I smiled under tears when I read it, because once I knew such gardens with their wonderful, unworldly peace, and their sweet and simple old-fashioned flowers . . . in the mellow light of a late afternoon.

"But best of all is this one, with its true Gaelic flourish and *esprit*, its almost elfish roguishness: '*Voila pourquoi j'aimais Rosine.*' Is this not quite delicious?

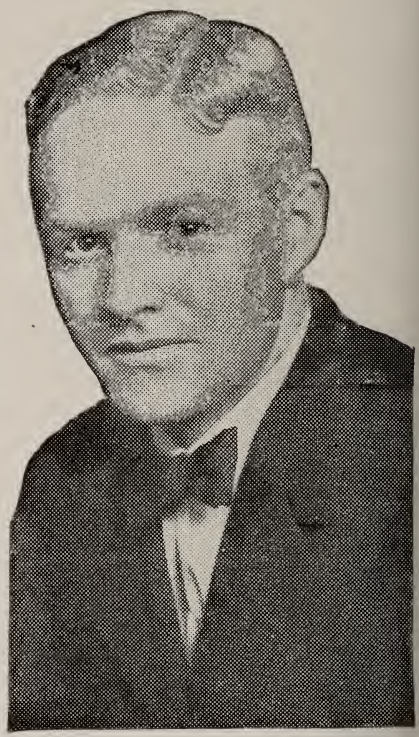
"What better reason could one give for love, and what more valid one! Words can never express the inexpressible, and if you were to explain your love you would only explain it away; but here comes the magician with his

marvellous wand, gives us a whiff of some irrestible and captivating scent, and then with a little bow to his wondering and breathless audience, '*Voila pourquoi j'aimais Rosine.*' What could be more explicit and yet more evasive! He gives his whole secret away without letting it lose one of its mysteries. I must confess that I feel quite in love with the name of this perfume, and I shall try to buy it as soon as I go out."

Whether or not the Lady in Blue really carried out her intention, the writer does not relate. But it is reasonably certain that she made the attempt, a hypothesis supported by the effect that suggestive advertising has been known to produce.

"Words can never express the inexpressible," is sound advice to the copy man whose chief defect of style arises from attempting to paint the lily.

"As the exponent of truth," says Walter Pater, "austerity . . . becomes not the correctness or purism of the mere scholar, but a security against the otiose, a jealous exclusion of what does not really tell towards the pursuit of relief, of life, and vigor in the portraiture of one's sense. . . . The word for the one thing, the one thought, amid the multitude of words, terms that might just do—the problem of style is there!—the unique word, phrase, sentence, paragraph, essay or song, absolutely proper to the single mental presentation or vision within. . . . for every lineament of the vision within, the one word, the one acceptable word, recognizable by the sensitive, by others 'who have intelligence' in the matter, as absolutely as ever anything can be in the evanescent and delicate region of human language." Is this not after all the objective of the copy man no less than of the so-called literary writer?



FRANK STOCKDALE

Frank Stockdale is announced to deliver a series of lectures on retail merchandising in Convocation Hall, University of Toronto, on October 30th and 31st and November 1st and 2nd. These lectures are unique in that they are a combination of chalk-talk, investigator's report and general discussion. The details of the programme are now being arranged by the Toronto Advertising Club, under whose auspices the lectures will be held.

BRIGGS OF DUNLOP TIRE

IX

A MAN OF MANY-SIDED EXPERIENCE

ON the surface there is but the slenderest kind of a link between printing and rubber —unless one considers the marked resiliency of the printer most noticeable when customers try to beat him down. Be that as it may, as Carlyle was wont to say, it was from a compositor's frame that the subject of our sketch, Austin Addison Briggs, gravitated through successive stages of development to the advertising manager's chair in one of the largest rubber corporations on the continent. From the beginning his career has been broad in its scope, and rich in variety.

As a lad of about fourteen, studying the history and habitat of the type louse, he caught a mild case of the writer's itch, and took a six months' course as a reporter on a Toronto morning newspaper. This he did in addition to putting in ten hours a day at the case and with the proofreader. What time he had for sleep we know not; unless possibly he took cat naps at political ward meetings and borrowed later a friendly scribe's notes in order to save the city editor's feelings. But from what we know of the ability of Briggs to stay on the job, we venture the assertion that he didn't sleep much. However, he presumably found the double life too strenuous, even for his indefatigable spirit, for at nineteen he became a full-fledged proof-reader and assistant superintendent of a printing office.

His first ad-writing experience was obtained in turning out advertising matter for the publishing company owning the printing office. About this time he wrote a —— novel, the subject of which is not revealed. It was natural, perhaps, that he should have drifted into the trade newspaper field; for in the copy service department in the office of a well-known Canadian publisher, he found a freer outlet for his literary ability. There he wrote advertisements for manufacturers in addition to special articles on dealer publicity. Next he went into the publishing business on his own account, and came out, as he says, "a sad Budweiser man." A brief experience followed as trade paper editor, after which he migrated to the picturesque environs of London when, in 1907, he was appointed advertising manager for the McClary Stove Co. While here he filled his spare hours in writing for *Printer's Ink*, *Judicious Advertising*, *System*, *and* ECONOMIC ADVERTISING, of which the first issue contains a story by him. After two years in London, he picked up his grip and travelled to Montreal where he became copy writer and promotion man for an advertising agency. But the call of the West, now growing louder and louder proved irresistible at last, and he finally landed out on the

Saskatchewan's Crop

Conservative estimates show that the value of the grain crop of Saskatchewan will this year exceed by about $125,000,000 that of the previous record year. The following figures, as announced by Premier Martin, tell the tale:—

	Bushels	Average Price	Total Value
Wheat	130,303,735	$1.95	$254,092,283.00
Oats	109,772,325	.60	65,863,395.00
Barley	14,905,876	1.00	14,905,876.00
Flax	8,715,762	3.00	26,147,286.00
			$361,008,840.00

These figures mean that the people of Saskatchewan will this year have **$125,000,000.00 more to spend** than in any previous year of the Province's history—a fact that national advertisers cannot afford to ignore.

Saskatchewan Business

To secure a fair share of Saskatchewan business, advertisers should provide for a generous advertising appropriation for space in

The Regina Morning Leader

"Saskatchewan's Foremost Newspaper"

The Morning Leader carries more paid advertising and has a greater paid circulation than any other Saskatchewan newspaper.

Full particulars as to advertising rates, circulation, etc., may be obtained from any recognized agency, or from the following special representatives:

Toronto, Edgar J. Guy, 302 Royal Bank Building.
Montreal, R. Bruce Owen, 123 St. Peter St.
New York, L. Klebahn, 1 West 34th Street.
Chicago, Henry De Clerque, 800 Mailers' Building.

MEMBERS OF A.B.C.

prairie wheat fields as advertising manager of a daily newspaper. This step proved but a temporary stop to the wanderlust, for he afterward joined the J. K. Cornwall Expedition on a ten thousand mile "hike," of which, as the representative of the *World To-day*, he

An unusual Dunlop advertisement

wrote a series of descriptive articles.

Having grown tired of wandering over the face of the globe, his curiosity for strange scenes satisfied, he finally put his now well-worn suitcase in the corner of the Toronto office of the Dunlop Tire Co., took off his coat and settled down to work as advertising manager. This was in 1910, and, up to the time of going to press, he was still there.

"I may have been a roamer," said Mr. Briggs, "no doubt I was, but a great many of these changes were made to get experience from every phase of advertising work. The jobs were changed but never the business. And, throughout, you'll find that practically everything I did was pretty good preparation for the job I have now."

Last fall, Mr. Briggs made an extensive trip across the continent, going as far north as Alaska and covering altogether a distance of more than 10,000 miles. It was during a more recent trip this summer that the representative of the *Daily Telegraph*, St. John, N.B., described Mr. Briggs as "a type of keen-eyed, wideawake Canadian whose close observations on the prevailing conditions in each place visited show him to be a most energetic member of his fraternity." And since this is a pretty fair portrait of our subject, we'll let it go at that. His outstanding success in his present job of blowing up Dunlop tires would seem to indicate that he has indeed found his work; for as a result of their skilful and persistent exploitation Dunlop Traction Treads now make tracks across the continent just as Mr. Briggs himself used to do.

5=6=7 ═══ 6=5=7

FIGURE IT OUT FOR YOURSELF

The 1917 grain crop of Western Canada (Manitoba, Saskatchewan and Alberta) is by far the most valuable crop ever produced during the entire period of the existence of these Provinces.

It exceeds in value over $100,000,000 the previous record crop of 1915, and is worth $200,000,000 more than the 1916 crop. In actual number of bushels, according to the estimate given herewith, the 1917 crop of wheat, oats, barley and flax will exceed the crop of last year by 30,000,000 bushels. In the present world food crisis this is perhaps the most satisfactory feature of the crop. The 1917 wheat crop of Western Canada, thus estimated, will exceed the 1916 wheat crop by 24,407,200 bushels.

The 1916 wheat crop for all Canada left an exportable surplus of 150,000,000 bushels, so that this year, taking for granted that the actual increase in the Western crop is available for export, Western Canada ought to be able to contribute an extra 25,000,000 bushels of wheat to the Allies.

It will be seen from the comprehensive summary of the crop situation given herewith that the yield of this year's crop is very much better than earlier reports indicated. It is not likely that the later reports will materially alter this estimate, which is based on the condition of the crop at September 5th, 1917.

Wheat, Oats, Barley and Flax in Western Canada

Year		Value
1915	-	$600,553,000.00
1916	-	$514,691,000.00
1917	-	$712,144,951.00

The prices on which this estimate of crop values are based are not likely to be lowered during the shipping season. The average price of $2.15 per bushel for wheat is the price fixed by the Dominion Government for No. 3 Northern at Fort William, or 6c. below the price for No. 1 Northern. The grade of wheat will be high. Out of 2,260 cars of wheat reaching Winnipeg up to and including September 11th, all but three went No. 1, No. 2, or No. 3 Northern, and these three went No. 4 Northern.

The enormous value of the crop produced by the Western Canadian farmer in 1917 has placed him in a most enviable economic position. His buying power has been greatly increased, thus making him a heavy purchaser of all those things which human nature desires.

His financial status has improved much more than has the financial status of the town and city resident, and his purchases will increase in proportion. Furs, jewellry, pianos, electric lighting plants, better houses and barns, paint for his old buildings, automobiles, better schools, better roads, better churches, better clothes and more social life are now well within the reach of the pocket of the average Western Canadian farmer, with the result that long cherished desires are certain to be satisfied.

Purchasing Power Per Western Canadian Farm of 100 Acres or Over

1915 - $3,140 1916 - $2,694
1917 - $3,725

Detailed Crop Figures for Western Canada's Big 1917 Crop

Crops of Wheat, Oats, Barley and Flax, in Alberta, Saskatchewan and Manitoba exceed half a billion bushels, valued at $712,144,951, as compared with $600,553,000, the value of the record crop of 1915 and $514,691,000 last year—by far the most valuable crop ever produced in Canada.

An estimate of the yield and value of the 1917 grain crop in Western Canada based on the reports of 440 secretaries of local Grain Growers' Associations, and prices fixed by the Dominion Government or current on the Winnipeg Grain Exchange

WESTERN CANADA'S 1917 CROP

	Estimated Acreage	Estimated Average Yield per acre bus.	Estimated Total Yield bus.	Estimated Average Price per bus.	Estimated Total Value
Wheat	13,415,862	17	224,307,200	$2.15	$482,260,480.00
Oats	7,788,120	31	239,065,480	.65	155,392,562.00
Barley	1,944,050	22.7	45,259,820	1.17	52,953,989.40
Flax	749,715	9.1	6,837,435	3.15	21,537,920.25
		Total Bus.	515,469,935	Total Val.	$712,144,951.65

COMPARISON BETWEEN 1915 AND 1916 ESTIMATE AND 1915 AND 1916 ACTUAL FIGURES

1915 Crop		1916 Crop	
Estimate	722,163,755 Total Bus.	Estimate	494,168,344 Total Bus
Actual Yield	785,057,000 " "	Actual Yield	493,821,000 " "
Value	$600,553,000	Value	$514,691,000

Table showing total acreage, total yield and average yield per acre for 1917 crop by Provinces, according to Grain Growers' estimate, compared with total harvested area, total yield and average yield per acre in 1916.

		WHEAT			OATS		
Province	Year	Acres	Bushels	Yield per acre bus.	Acres	Bushels	Yield per acre bus.
Alta.	1917	2,500,000	50,000,000	20	1,750,000	59,500,000	34
"	1916	2,109,000	48,738,000	23	1,746,500	77,283,000	44
Sask.	1917	7,862,500	125,800,000	16	3,808,120	110,435,480	29
"	1916	7,457,700	123,448,000	16	3,180,600	135,971,000	42
Man.	1917	2,853,362	48,507,200	17	2,230,000	69,130,000	31
"	1916	2,305,900	27,714,000	12	1,271,000	41,625,000	32
Totals	1917	13,215,862	224,307,200	17	7,788,120	239,065,480	31
"	1916	11,872,600	199,900,000	16.8	6,198,100	254,879,000	41.1

		BARLEY			FLAX		
Province	Year	Acres	Bushels	Yield per acre bus.	Acres	Bushels	Yield per acre bus.
Alta.	1917	305,000	7,930,000	26	90,000	900,000	10
"	1916	281,400	8,090,000	28	81,000	1,114,000	13
Sask.	1917	368,330	8,103,260	22	596,110	5,364,990	9
"	1916	344,000	10,062,000	29	497,700	5,724,000	11
Man.	1917	1,270,720	29,226,560	23	63,605	572,445	9
"	1916	614,000	13,815,000	22	22,000	237,000	10
Totals	1917	1,944,050	45,259,820	22.7	749,715	6,837,435	9.1
"	1916	1,239,400	31,967,000	25.7	600,700	7,075,000	11.7

Associated Farm Journals of Western Canada

Farmer's Advocate. *Nor' West Farmer.* *Grain Growers' Guide.*
Canadian Thresherman and Farmer. *Farm and Ranch Review.*

A SUCCESSFUL SALES MANAGER

H. C. MENDOZA, the sales-manager of the Canadian Chewing Gum Co., Toronto, whose portrait appears herewith, began with A. and B. Valentine Co., clothing manufacturers, of London. From the position of clerk at the lowest rung of the office ladder, he climbed gradually until a few years later he was entrusted with the charge of the sales department. Like many another energetic and progressive Britisher, however, he saw or thought he saw greater opportunities for his talents in America. So in 1912, he came to New York, and later joined the sales staff of the Loose-Wiles Co., Boston, where he remained for about five and a half years, having acted first as special salesman, then as supervisor of agencies, and finally as assistant sales-manager of the Long Island City factory. While here he enjoyed a brief intermission, when he went back temporarily to his former place in order to reorganize the sales department; an incident which Mr. Mendoza points out as being significant of the growing tendency of English firms to adapt American ideas of doing business.

H. C. Mendoza

In December, 1916, Mr. Mendoza joined the Canadian Chewing Gum Co. and he has managed within the past few months to visit personally every jobber in the Dominion from coast to coast. Since the new organization came into power at the first of the year, sales have practically doubled, a fact which speaks for itself.

It is not surprising that, as an Englishman, Mr. Mendoza should see everything from the British point of view: that is to say, he is strongly in favor of Canadian methods, and insists for the most part upon having his advertising of every kind made in Canada. As regards his actual sales work, he takes particular pride in his successful attempt to introduce Chiclets in England and France and even in the Y.M.C.A. huts near the trenches in Flanders. Perhaps introduction is hardly the right word, for with many of the soldiers the coming of Chiclets into army life will mean but renewing an acquaintance with an old and welcome friend. A curious use of chewing gum has been discovered by soldiers who have applied it as a first-aid to stop wounds.

Mr. Mendoza has a deep fund of experience to draw upon and in conversation delights to relate some of the stunts he has pulled off as a salesman on the road. Of these, however, the readers of Economic Advertising will likely hear more later, when Mr. Mendoza finds time to talk; just now he is too busy to say much.

WOULD PERMIT DOUBLE-PAGE ADS IN CANADA

The Canadian Press Association has petitioned the Government to rescind the postal ruling which prohibits double-page spreads in publications with second-class mailing privileges. It is contended that the ruling does not profit the postal department in any way and is discriminatory against publishers.

AN AD MAN IN THE TRENCHES

"THE life is rough and sometimes pretty tough going, but I am glad that I am out here and am quite contented to stay here while the war lasts."

Thus speaks Pte. William C. Wright, formerly chief clerk in the Toronto office of McConnell & Fergusson, who enlisted in the fall of 1915, and is now a member of Scout Section, First Canadian Infantry Battalion. His photograph appears above. Having been at the front since April, he has been in some of the most serious engagements since that time.

Pte. William C. Wright

Pte. Wright has been appointed historian of his battalion, and judging by the letters he has written to friends, his will be a very interesting history. He is expected to keep accurate records of all movements and events with which his battalion is connected. He is a ready writer and gives most interesting and vivid descriptions of the war in his letters home. "The Scout Section is very interesting work," he says, "and I hope to continue and to make good if possible."

When he enlisted Pte. Wright had practically made up his mind to go farming on his return. Now he has seen enough of the country, and, when he reaches Canada, he intends to take up advertising again. Recently he sent a request for some copies of advertising journals, which he thought would keep him in touch with the development of the business during the war, and which, he assured his friends, he would greatly enjoy reading in the trenches.

Any parcel addressed to Pte. William Wright, 225678, Scout Section, First Battalion, C.E.F., France, will reach him all right.

A FINE CATALOGUE

THE Williams' Piano Co., Limited, Oshawa, Ont., has recently issued an exceptionally novel and handsome catalogue of their pianos and player-pianos. The cover design is in blue and white, containing an embossed plaque illustrating a gentleman presenting an upright piano to his daughter. This plaque is in pure white, closely resembling a choice piece of bas-relief modelling.

Opposite each page illustrating the various models appears a half sheet containing a brief biography of a celebrated musician who has expressed approval of that particular model. These little biographies are all signed by facsimile signatures of the subjects. This is, unquestionably, one of the most handsome piano catalogues that has ever reached the editor's desk.

The success of the campaign in behalf of the Japan Tea Association in Canada has stirred up the United States Tea Association, and the old idea of an educational campaign to induce the American people to drink more tea is again being revived.

THE · EDITORIAL

ECONOMIC ADVERTISING
Published monthly by Norris-Patterson, Mail Building, Toronto, Ontario, Canada. Subscription, $1.00 a year; 10c. a copy, United States postage, 50 cents extra; Foreign postage, $2.50.

TORONTO, OCTOBER, 1917

ADVERTISING IN THE UNIVERSITIES

ACADEMIC courses designed to prepare the student for an advertising career have long been recognized as one of the urgent needs of the profession in Canada. In this respect the United States is much better off than we. There the principal colleges and universities include instruction in advertising as part of the regular curricula. Columbia, Dartmouth, Leland Stanford, Oregon, Minnesota, Northwestern and New York universities are gradually expanding their present courses in advertising, and other new courses, in various schools are in process of being established.

One of the most encouraging signs in the progress of teaching of advertising in the universities during the past year is the recent establishment of a definite course of advertising in the Harvard Graduate School of Business Administration. Heretofore, we are told, instruction in advertising had been given only as a part of two courses in marketing. The word advertisement had not appeared in its announcements.

The rapid advancement of advertising instruction in the colleges across the line will, it is hoped, influence the universities and colleges of Canada to adopt soon a similar course. The fact that academic teaching in advertising has since passed the experimental stage, ought to prove a further and conclusive argument for such action. Moreover, the universities could make no greater contribution to the advancement of economic science than to train and equip men to handle intelligently and efficiently the problems of a profession so intimately connected with the industrial and commercial development of the country.

FOOD VALUES IN ADVERTISING

PRESENT conditions demand that the advertising of any food product, to be successful, base its appeal upon the dual virtues of nourishment and economy. "The cost of living has increased rapidly. The price of flour has advanced over 50 per cent. in the last year or two; potatoes are almost double what they were a short time ago, and meats, fish, eggs, etc., are all selling for much higher prices than formerly. It is not the increase in the cost of those foods which may be called luxuries that is bothering the consumer; but it is the fact that the cost of the plain neces-

POINT · OF · VIEW

saries of life have advanced so much that providing for the wants of the family has become a serious problem." In addition to this the many educative influences at work, both public and private, have had their effect in persuading the consumer to study closely the foods he buys for his table, and to select each article as much for its nutritive value as for its mere palatability. Consequently, food advertisers would do well to take cognizance of this tendency in determining their advertising policies.

AS OTHERS SEE US

THROUGH the medium of the *Advertising News*, of which he is editor, George French delivers himself of some rather uncomplimentary remarks concerning advertising conditions in Canada. On the subject of newspaper make-up and advertisement composition, he says some things which are possibly true—since few papers in Canada can measure up to the standard of typographical excellence attained by the New York *Times* and New York *Evening Post*—but to accuse the advertising manager of a Montreal newspaper of forbidding his men advertising club membership on pain of dismissal raises serious doubts as to the correctness of Mr. French's information. It is animadversions such as this which tend to discredit what in some respects is a very fair estimate of the present Canadian advertising situation.

THE LAW OF DIMINISHING UTILITY IN CIRCULATION

IT may fairly be asked of what value to the advertiser is circulation artificially inflated? Is it of any value at all? Does it not seem logical indeed that the normal growth of a paper should represent the extent of real reader interest in that paper as well as its potential market value to the advertiser? Therefore it would seem that any false stimulation of circulation growth is bound to yield a surplus of readers who, persuaded to become subscribers for other than relevant reasons, may be justly considered a charge rather than an asset to a publication. Thus the recent shrinkage of about 20 per cent. in the circulation of a Toronto daily, noted for its aggressive subscription methods, is significant. Following, as it did, upon an increase in retail price, it gives point to the contention that circulation acquired by extraordinary means can have at best but a doubtful value for the advertiser and that any corresponding advance in space rates is not warranted by the prospective gain in reader interest.

Best in the West

was a motto for some time used by the

London Advertiser

Now it's the

Largest in Ontario outside of Toronto

Recent advances in circulation enables The Advertiser to guarantee the largest circulation in Ontario outside of Toronto. Permanent circulation and distribution entirely to the homes.

Take the cities of Ottawa, Hamilton, Kingston, B antford, etc., and not a paper in any place has a circulation equal to

The Advertiser

It's London's Best. It's Western Ontario's Best. It's the Advertiser's Best.

Average circulation almost 40,000 daily

MORNING NOON EVENING

LONDON ADVERTISER COMPANY

LONDON, ONTARIO

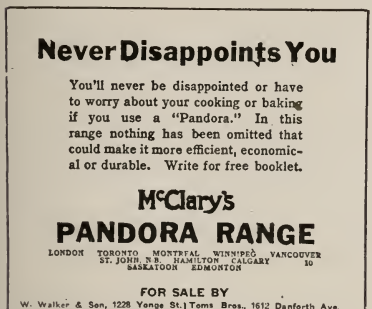
Toronto Representative—F. W. Thompson, 57 Mail Building.

U. S. Representatives—New York: Charles H. Eddy Company, Fifth Avenue Building. Chicago: Charles H. Eddy Company, People's Gas Building. Boston: Charles H. Eddy Company, Old South Building.

RECENT ADS—Good and Otherwise

By THE CAPTIOUS CRITIC

A McCLARY'S Pandora Range may not disappoint the housewife but it is extremely likely that the advertisement will. Is there such a dearth of positive, specific arguments in favor of the Pandora that the copy-


Never Disappoints You
You'll never be disappointed or have to worry about your cooking or baking if you use a "Pandora." In this range nothing has been omitted that could make it more efficient, economical or durable. Write for free booklet.
McClary's
PANDORA RANGE
LONDON TORONTO MONTREAL WINNIPEG VANCOUVER ST. JOHN, N.B. HAMILTON CALGARY SASKATOON EDMONTON
FOR SALE BY
W. Walker & Son, 1228 Yonge St.
Trelford Hardware Co., 1036 St. Clair Ave.
W. J. Merrill, 852 Kingston Road.
Washington & Johnston, Broadview and Queen Sts.
Toms Bros., 1612 Danforth Ave.
Acme Hardware Co., 2425 Yonge St.
R. Iradale, 223 Danforth Ave.
Moveley & Son, New Toronto.
J. G. Marshall & Son, Mount Dennis.

Some positive and definite copy might help

man is forced to lean back on passive statements of a negative kind that tell the prospective purchaser nothing about the range, how it is made, of what it is made, and what are the things that make it "more efficient, economical or durable?" We may reasonably assume that the Pandora really does possess certain attributes that make it desirable in the eyes of the housewife; then why not say so plainly instead of beating around the bush? In the circumstances, to say that the advertisement is well laid out, is like paying a compliment to a corpse.

* * *

"Ask for a Tress Hat," pleads the advertisement. Why? So far as the Critic can discover there is no apparent reason why he should choose a Tress hat in preference to a Stetson, a Crofut-Knap, Scott, Borsalino, or any of the other excellent makes on the market. True, after jerking his head from right

Of an ancient vintage

and left a few times he discovers that "for quality and fashion, from first class hatters"—what? Ah, yes, it is the "hat unrivalled!" Only this and nothing more. In England such advertising may

have a good effect—though the Critic very much doubts it—but in Canada its chances of selling hats are about even with the survival of a snowball in the place

Strong general publicity

reserved for war profiteers. The Tress advertisement would appear to furnish one more argument for the employment of a Canadian advertising agency by the English advertiser.

* * *

The artistic and eye-gripping announcement of the Sheridan Nurseries is about as pleasing a piece of general publicity as the Critic has seen in some time. The skilful arrangement of black and white matter, the distinctive hand lettering and the like suggest the work of an English artist frequent enough in the high-class weeklies in the old country, but by no means common here. It exemplifies remarkably well the rich artistic possibilities inherent in silhouette treatment.

* * *

The artist and the copyman who collaborated in the production of the Comptometer advertisement made an exceedingly good job of it. Observe closely the work of the illustrator in delineating the scene in the business office; although he has been sparing of line, or probably because of this, he has succeeded in picturing an everyday situation familiar to most of us at a great economy of time and space.

Make it easy to get the figure facts of your business
HOW do October sales compare with those of last October? In Total Volume—in Gross Profits—in Net Profits—in Sales Expense—in New Business?
A hundred and one questions like these, relating to every phase of your business, come up all the time. Can you always get reliable, comprehensive answers as quickly as you want them?
You can with the Comptometer.
The reason? It's because the Comptometer multiplies many times over. With it, one operator can easily make a high-speed machine job of the work of at least two—often three or more—mental figure clerks.
Proving Postings; Adding Trial Balance; Figuring Inventory, Bids, Estimates, Costs—All the figure work of accounting—can be centered on the Comptometer with a sure saving of time and a positive assurance of accuracy.
That means more time for analyzing figure records—time to get beyond the mere routine of everyday accounting.
It will cost you nothing to investigate this idea of multiplied man power. A Comptometer man will gladly demonstrate the Comptometer on any or all of your figure work, for the asking.
Felt & Tarrant Manufacturing Co., 1713-35 N. Paulina St., Chicago
CONTROLLED-KEY
Comptometer
ADDING AND CALCULATING MACHINES
Toronto Salesroom Office, 1301 Traders Bank Bldg.
Montreal Salesroom Office, 501 Power Building
Winnipeg Salesroom Office, 308 McGreevy Building
Calgary Dealer's Office, 302 3rd Ave. S.W.
Vancouver Dealer's Office, 900 Rogers Building

Establishing a direct point of contact

And yet if we look still more closely, we find there is nothing in the illustration which could with propriety be omitted. The facial expression and pose of the man are

particularly good. Interest in the drawing is followed closely by a heading and opening paragraph designed to sustain the reader's

It takes a joint of Beef to make a bottle of Bovril

Bovril contains the goodness of the Beef.

The vital elements that give beef its special place and value as a food are concentrated and stored in Bovril.

In theory many non-meat foods have a high nourishing value, but they do not yield up nearly all their nourishment to the body. They are like German money, not worth its face value when you try to turn it into gold. But Bovril enables you to extract that nourishment which otherwise you would never get. In other words, it enormously increases the feeding value of other foods.

Body-building powers of BOVRIL proved equal to 10 to 20 times the amount taken.

In spite of the increase in the cost of beef (the raw material of Bovril) the price of Bovril has not been increased since the outbreak of the war.

An important point emphasized by graphic illustration

attention to the end. A direct point of contact is established by the copy topic, rendering it comparatively easy for the advertisement to fulfil its function. A noteworthy feature of the layout is the effective disposition of the white spaces. As an example of office appliance advertising it might well serve as a model.

* * *

The Bovril advertisment may not be considered a pattern of typographical excellence by those who are inclined to be critical, but there is no gainsaying the fact that it fulfils in a large degree the obligations imposed on newspaper publicity. The bottle of concentrated extract superimposed on an appetizing joint of fresh beef, taken conjointly with the heading, tells a graphic and convincing story at a glance.

Then to reinforce or elaborate the first impression as it were comes the significant statement displayed below, "Body-building powers of Bovril proved equal to 10 to 20 times the amount taken." Other important points taken up in the copy deal with Bovril's ability to increase the feeding value of other foods, and the assurance that the price has not been raised since the outbreak of the war. Such a persuasive and commonsense presentation of the case for Bovril ought to have considerable weight in influencing the housewife to look upon Bovril as a genuine household necessity. And by the same token it conveys a timely hint to food advertisers who appear to regard mere palatability as a predominant argument on which to base their claims to public preference.

* * *

We hear so much about simplicity in advertising nowadays that it seems strange to find an advertiser working deliberately in opposition to this principle. At first glance the reader might be justified in taking the Turnbull Company's advertisement as dealing with the subject of gloves. Great must be his surprise, therefore, to find on reading the copy that it has to do with underwear. Then comes the natural query why is there no attempt to make this

clear so that there would be no possibility of a misunderstanding. Granted, that figures in underwear are by no means new, in fact, are rather stale, yet it would still seem

Only the highest quality underclothing bears this trade mark
Every "CEETEE" garment is full fashioned, that is, shaped to fit the human form in the process of knitting—it is made only from finest, two fold Australian Merino yarn —re-inforced at wearing points— knitted on special machines—the only underwear made in Canada on this kind of machine —and every garment is
GUARANTEED NOT TO SHRINK—
ALL WOOL—
Notwithstanding the large increase in the cost of wool, "CEETEE" is the same high quality as ever—fine, closely knitted, pure, clean Australian Merino wool—the most healthful covering that can be worn next the skin.
GUARANTEED UNSHRINKABLE
"CEETEE"
PURE WOOL
Good dealers sell it—order yours early.
Look for the Sheep on every garment.
Made only by
The C. TURNBULL COMPANY of GALT, Limited, GALT, Ont.

Rather misleading

a wise policy to illustrate the advertisement in such a way as to make perfectly clear to the reader the subject with which it deals.

At present white space costs far too much to waste it in the vain assumption that the public has the inclination or the time for deciphering cryptic advertisements.

* * *

In its original form the Bowes Peanut Butter advertisment was not large, but it is fair to venture the assertion that it made an instant appeal to every one who saw it. In the judicious arrangement of white, greys and blacks, there is revealed that thoughtful attention to detail which is the precedent of all good advertising. In addition, the copy has the right degree of economy appeal to make

Bowes
PEANUT BUTTER
The necessity of practising economy more assiduously than when times were normal has made it incumbent upon the average housewife to study more closely the relative values of the various articles of good food she buys.
And, among the many important discoveries she has made from this study, is the fact that good peanut butter is one of our most nourishing as well as palatable foods.
In fact, so keenly is the food value of the peanut being appreciated, that peanut butter has rapidly developed into a staple article of food.
To insure getting peanuts at their very best, insist on Bowes Peanut Butter. It has a flavor all its own.
Made and guaranteed by
THE BOWES COMPANY LIMITED
TORONTO
Bowes

Appetizing

it both interesting and timely. A welcome departure from the conventional is the undulating grey

A complete record for every department of your business at one operation.
The economical feature of the "Shouperior" System of Autographic Registers is that both records and carbon papers are supplied in roll form, and so situated within the device, that the execution of one set of forms automatically prepares the next set. Simply write the record. A turn of the handle delivers the copies automatically measured. A complete record for each Department.
The "Shouperior" System can be adapted to meet the requirements of your present system. It offers greater speed, convenience and economy in execution.
Send us a sample set of the forms you are at present using for any of your office or factory systems. We will gladly give you quotations and advice.
SHOUPERIOR
Autographic Registers
For Handling Business Records
Autographic Register Co. of Canada, Limited
MONTREAL - TORONTO
WINNIPEG
9

Lacking in direct interest

border relieved by the nameplate printed in reverse.

* * *

Typographically the layout of the Shouperior Autographic Register is very attractive, but the addition of two important features would tend to still further enhance its effectiveness. Mention of a specific incident wherein its value could be clearly demonstrated and the inclusion of the names of some local firms who are at present using the device. By the one the business man could apply the argument to his own particular case; and by the other he could acquire from disinterested sources the probable utility of the machine to him. As it is now the advertisement fails to establish the point of contact which would cause it to be read with interest by the office manager, at whom, no doubt, the copy is directed. With the improvements suggested, the advertisement would more nearly approach the high standard of salesmanship reached, for example, by the Comptometer announcement.

THE COPY WRITER'S WINNING PHRASE

By R. BUTCHART
OF THE *Canadian Courier*

"MABEL, I have asked you to marry me. You know you 'needa' husband. I love you, dear, because you have an element of personality that is so absolutely convincing. You are so true to form—I'm sure 'there's a reason—'"

"Sure there is, Bill. But what I fear is that you cannot, so to speak, give sufficient mileage to the gallon."

"Mabel, that's where I am strong. With me it's jolly well true that the service counts and the flavor lasts. I have both character and energy,—like the food shot from guns."

"Righto, Bill, you do have a strong, clear tone and your phrasing is well nigh perfect, but—"

"There you go again, Mabel, laughing at me. But just once more, hear me. I'm desperately in earnest, so hear me. What one thing can I say that will win you. Mabel, give me your hand,—the skin I love so much to touch—"

"Cancel that, Bill, and take fresh instructions, and, and—"

"But Mabel, EVENTUALLY."

So she did make it NOW.

PUBLISHERS' OWN ADVERTISING

GIVING Letters Life and Decent Dress, by Louis Victor Eytinge, is a brochure of interest to every one who has occasion to use direct-by-mail advertising. "It gives out," as the preface says, "usable ideas from every business man who writes business, sales, collection or publicity letters." Not the least pleasing part of the pamphlet is the very attractive manner in which its contents are presented, the type having been set in old style antique and printed in orange and black on a buff antique stock. Apparently the only dissonant note in the composition is the cut which appears on the outside back cover; its incongruity stands out in contrast to the dignified character of the rest of the booklet. Any one may procure a copy of the essay by writing to the Mortimer Co., Limited, Ottawa, Ont.

* * *

The Canadian Grocer, published by the MacLean Publishing Co., Toronto, is sending out a folder advertising its annual fall and winter buying number. Specific reasons are given as to why the manufacturing and wholesale trades should advertise in this special issue, including mention of important editorial articles and letters of recommendation from advertisers who have used previous fall numbers. An interesting and noteworthy feature is the inclusion of a partial list of firms who have been subscribers for more than ten years.

* * *

The publishers of *The Canadian Home Journal*, Toronto, announce the forthcoming publication of an artistically designed booklet for general distribution entitled, "Who is who in the *Canadian Home Journal*," the purpose of which is to give advertisers and others interested some idea of the character of the writers enlisted toward the further betterment of the magazine.

* * *

If the size of the special fall issue of the *Shoe and Leather Journal*, published by the Acton Publishing Co., Toronto, is any criterion, the boot and shoe industry must be enjoying a season of unexampled prosperity in Canada. Special editorial articles interspersed with pages of attractive and seasonable advertising make the number one of unusual interest to the shoe and leather trade.

* * *

The advertising department of the Montreal *Gazette* has gathered together a sheaf of commendatory letters from its automobile and tire advertisers and issued them in booklet form under the descriptive title of "Results." Since the success or failure of advertising is measured by results, this little venture ought to make the advertising character of the *Gazette* better known to the auto car manufacturers and dealers, at whom the booklet is chiefly aimed.

* * *

To induce the people to read and use want ads, the Toronto *Star* is giving each week a special prize of $5 to any person finding the hidden sentence that appears (a few words each night) in the Want Ad, columns of the paper. The complete sentence appears each week, and one prize of $5 is given to the person sending in the correct answer.

* * *

Under the timely heading, Carry Parcels When Possible—Avoid Returning Purchases, the Regina *Leader* assembled not a little advertising. The idea was pictorially expressed, and

the intent was the economy of time and labor at this time of national need.

* * *

The Kingston, Ont., *Standard* celebrated its 108th birthday anniversary on September 25th last. The *Standard* is the oldest paper in Canada outside the Province of Quebec, and the third oldest in all Canada.

* * *

Charles Ward, of the copy staff of the Toronto office of A. McKim Limited, has enlisted in the Royal Flying Corps.

* * *

David K. Billings, lieutenant in the Royal Flying Corps and formerly on the Toronto *World* staff, has been killed in England as the result of an accident.

* * *

W. B. Burgoyne, publisher of the St. Catharines *Standard*, and his son, Captain Burgoyne of the Canadian Artillery, were visitors in New York recently.

* * *

C. E. Colling, advertising manager of the Winnipeg *Free Press*, has returned home after a trip of over a month through Canada and the United States.

* * *

Arthur Alloway, who has been assistant manager of the Canadian Press Association for the past three years, has resigned to become general business manager of the Stratford, Ont., *Herald*.

* * *

The Montreal *Mail* has ceased publication, as has also *Prairie Farm and Home*.

* * *

In accordance with his usual custom, Edgar J. Guy, publishers' representative, Toronto, left recently for the West where he will visit the various papers he represents as well as the principal points in the three prairie provinces. Mr. Guy, who is accompanied by his wife, will travel by rail, motor and buckboard in quest of first-hand information regarding crops and prospects for general business.

"Business Publishers' War Problems and How the Canadian Publishers are Meeting Them," was the title of an address delivered by Horace T. Hunter, vice-president of the MacLean Publishing Co., Toronto, before the Publishers' Session of the Convention of Associated Business Papers at Chicago on October 11th.

* * *

Arthur Lineham has left the Vancover *News-Advertiser*, which is being consolidated with the *Sun*.

* * *

La Liberte of Toronto, published by Le Reveil, Limited, has suspended publication because of financial difficulties.

THE A. of C. A. CONVENTION

THE Association of Canadian Advertisers will hold their fourth annual meeting in the Hotel Connaught, Hamilton, on November 8th and 9th. A noteworthy feature of the proposed programme will be a dinner on the night of the 8th, which will be a getting together of national advertisers, advertising agents, and publishers, including members of the Hamilton Advertising Club. After dinner Dr. Cramp, of the American Medical Association, Chicago, will deliver an illustrated address on objectionable advertising, and will attempt to define the boundaries between legitimate and illegitimate medical advertising. The Association expects that several hundred will be present at the dinner.

Outside the discussion of the regular business, a feature of the meeting will be a review of motion pictures as an advertising medium. Representatives from the Universal Film Corporation, industrial department, New York, and the Pathescope Co., Toronto, will speak on this topic, and illustrate their remarks by a demonstration of industrial films. Particular attention will be paid to the problem of securing distribution or showing.

MEN AND MEDIA

THE *Canadian Farm* has been changed from a weekly to a semi-weekly; and will appear hereafter on Tuesdays and Fridays. The Tuesday issue is the same in make-up and size as the regular *Canadian Farm* edition; while the week-end number comprises a special market issue of from four to eight pages.

* * *

The Associated Farm Journals of Western Canada, comprising the *Farmers' Advocate*, *Nor'-West Farmer*, *Grain Growers' Guide*, *Canadian Thresherman and Farmer*, and the *Farm and Ranch Review*, are putting on an extensive advertising campaign with a view to making the Eastern manufacturer better acquainted with the enviable economic condition of the West. Judging by the informative and constructive nature of the copy going out, the campaign ought to be productive of good results.

* * *

C. H. Broad has been appointed Toronto and district representative for *Shipbuilding and Harbor Construction*, a new monthly magazine published in Montreal.

* * *

Cyrus H. K. Curtis, the eminent publisher and principal of the Curtis Publishing Co., publishers of the *Ladies' Home Journal*, *Saturday Evening Post*, *The Country Gentleman* and the *Public Ledger*, was in Toronto recently on a flying visit, the first in twenty years.

* * *

The Audit Bureau of Circulation has completed an audit of circulation accounts of the Regina *Morning Leader* and *Daily Post.*

* * *

Prior to the war the Canada per capita wealth was only $50, while at present it is $92.

* * *

Knox Magee took charge of the Winnipeg *Daily Telegram* as editor-in-chief on October 8th. He succeeds Edward Beck, of Montreal, who resigned last May.

* * *

The estimate for the 1917 wheat crop in Western Canada published by the Dominion Government on September 26th, is 225,778,700 bushels. It is interesting to note that the *Grain Growers' Guide* crop estimate prepared on report of the Grain Growers' Association secretaries to the *Guide* covering conditions up to September 5th, and published in the columns of the *Grain Growers' Guide* in September 19th last, gave the estimate for wheat for the three provinces as 224,307,200 bushels. This close approximation of the two estimates reflects the care and accuracy with which the crop estimate of the *Grain Growers' Guide* is perpared.

* * *

K. McIntyre, of the Canadian Chewing Gum Co., Limited, of Toronto, has been promoted from office manager at Winnipeg, to assistant sales manager at Toronto. Mr. McIntyre has been

with the Canadian Chewing Gum Co., Limited, for nine years, and is well fitted to take up his new duties.

* * *

B. A. McKelvie, formerly with the Vancouver, B.C., *Province*, has become managing editor of the Vancouver *Sunday Tribune*, which has succeeded the *Saturday Chinook*, published by George M. Murray. The *Chinook* was formerly published in South Vancouver as a Saturday night paper, but is now located in that city itself and is issued on Sunday morning as the *Tribune*.

* * *

Several changes have taken place recently in the organization of the Hamilton Advertisers' Agency. George F. Hobart has retired to enter the field for himself in Hamilton, and E. D. Reed has joined the F. F. Dalley Co. of Canada Limited, of Hamilton. It is expected that the agency will continue business under the guidance of new officers. It is understood locally that George F. Hobart, of Hamilton, and K. S. Fenwick, of Toronto, and George S. McCullough, of Montreal, will in future act as free lances, each handling the service work on his own respective accounts and placing his business through the Consolidated Advertising Agency, which is the new name of the Gagnier Ad Service.

* * *

The London *Advertiser* announces that advances recently made to its list of a permanent nature have increased the circulation to almost forty thousand copies a day with the morning, noon and evening editions. This, it is contended, gives the London *Advertiser* the greatest circulation in the Province of Ontario, outside of the city of Toronto, and enables the *Advertiser* to cover a very large district with its three different editions. At present there is being compiled a statement of distribution by towns, villages, etc., a copy of which will be

There are are 130 daily newspapers published in Canada; but there is only ONE that can REACH and INFLUENCE practically the whole of the 20,000 people of the twin towns of Kitchener and Waterloo. That paper is

The News Record

(Member A.B.C.)

The News Record is delivered by its own carriers every afternoon into 75 per cent. of the homes of the two towns.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

mailed the *Advertisers* on request. The publishers say also that an increase in rates will go into effect shortly. The *Advertiser* is to be complimented on its fine record.

* * *

The Hamilton Advertisers' Agency Limited, have appointed J. P. Shaddock to the position vacated by the resignation of George F. Hobart.

* * *

The Winnipeg *Saturday Post* discontinued publication with its issue of October 13th.

* * *

The death in action of Pte. Fred. Picton, Vancouver, who was killed on August 25th, has just been reported. He enlisted in March, 1916, and went overseas early this year with a local Highland battalion. For three years previous to his enlistment, Pte. Picton was an employee of the Pacific Railways Advertising Co. His parents reside in Chorlton-cumhardy, Manchester, England.

The Dominion Government, through the Hon. W. J. Hanna, Food Controller, has offered to pay one-half the cost of food conservation advertising in any province, provided the Provincial Government will arrange for the other half. It is likely that most of the other provinces will put on a campaign similar to that now in progress in Ontario, the cost of which is said to be about $25,000.

* * *

The Canadian branch of the Agricultural Relief of the Allies' Fund, is appealing through the press to the farmers of Canada to contribute the value of at least one day's milk to the Imperial Agricultural Relief of the Allies' Committee, to aid the farmers in the devastated regions of the war to obtain seeds, machinery, live stock, furniture, utensils, etc., whereby they may be assisted to go on in their ordinary work as soon as the enemy has gone. Dr. J. W. Robertson, Bank Street Chambers, Ottawa, is chairman of the Dominion Executive Committee.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL

Brandy Canadian Newspapers Ltd.,
EDMONTON, ALTA.

300,000 Acres Increase

Estimated Acreage, 1917	4,125 000
Acreage, 1916 - - - -	3,825,000
Increase - - - - -	300,000

MORE ACREAGE UNDER CROP AND HIGHER PRICES WILL MAKE ALBERTA MORE PROSPEROUS THAN EVER THIS YEAR

To reach and cover this rich district use

The Calgary Herald

Largest Circulation in the Province, Certified by A.B.C. Audit.

Most Influential paper between Winnipeg and Pacific Coast.

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

BIG CAMPAIGN FOR WAR LOAN

As a result of the conferences held recently by Sir Thomas White with the bankers and with the bond dealers' association and other bodies, and the advertising agents who are to have charge of the advertising campaign in connection with the new Dominion war loan of $150,000,000, the advertising agencies who are placing the business with the newspapers throughout the country have pooled their efforts, and will manage the publicity; the bond dealers in association with the banks and bankers are arranging the canvass, and a special effort is being made to get not only the well-to-do to subscribe, but to get every citizen of the country to take a portion of the issue, even if it be only a few dollars. The farmers, who are having a good year in the way of the sale of their crops, are to be especially asked to show their patriotism, and to do their share by subscribing. The bond dealers' association are turning in all their officers and employes and undertake the work of organizing the canvass without any remuneration other than the actual cost of the road. It is stated that the organization is so promising that not $150,000,000 would be subscribed, but that $250,000,000 would be taken up by the Canadian people.

The advertisements which the agencies are now getting ready, will be published in all the papers, big and little throughout the country.

ADVERTISING MAN WANTED

Publisher of large city daily wishes to add to his local advertising staff.

Some experience in writing advertisements is necessary, as progress will depend as much on service to the advertisers as ability to sell advertising.

The man desired is now employed soliciting advertising for some smaller city daily or trade paper where he has reached the limit of his opportunity.

Applications will be treated confidentially, and should state age, whether married, experience, education and references. Photograph should accompany.

Address "Daily," care Economic Advertising, Mail Bldg. Toronto.

ARE YOU WATCHING
WINDSOR
and Border Cities Grow ?
Population Now 37,000
The
Evening Record
Only Canadian Daily Within Fifty Miles.
Circulation, Sept., 9,752
RATES (Plate)

Under 1,000 lines	- -	3½
Over 1,000 "	- -	2¾
" 5,000 "	- -	2½
" 10,000 "	- -	2¼

JOHN A. McKAY, Publisher

AMONG THE AD CLUBS

TORONTO

THE first regular noon-day luncheon of the Toronto Advertising Club, held on Tuesday, October 2nd, in the St. Charles' Hotel, was addressed by Dr. A. H. Abbott, Professor of Philosophy at the University of Toronto, and Professor S. B. McCready, who is Dr. Abbott's

Dr. A. H. Abbott

colleague in the work of the Resources Committee of the Ontario Government.

In beginning his address Dr. Abbott took occasion to outline the problem which the Resources Committee had to face in their efforts to avert a food shortage, the most formidable of which perhaps was the decided objection of the farmer to increased production. The farmer thought he detected in the scheme an attempt on the part of the city man to secure lower prices. How the difficulty was finally overcome by ignoring it, and making the movement one of world-wide importance rather than purely local, and basing the appeal on emotional rather than material grounds was graphically explained through the medium of one of the Committee's advertisements.

Three hundred thousand copies of a paper called the *Crisis* were distributed among the people of the province. Then it was decided to put it in every farm paper in Ontario. The material in the *Crisis*, Dr. Abbott declared, was the biggest bit of advertising the Committee had done, for it had educated the farmer as to the real peril for the situation and, in consequence, had enlisted his hearty sympathy and co-operation.

However, bigger crops brought in their turn another problem as important as the first, an acute shortage of labor which had to be made up. Fortunately for the farmer and the public generally, this deficiency was adequately met by a policy of close co-operation between the manufacturers of the province, and the municipal authorities, and also by the establishment of labor bureaux together with the use of extensive and persistent advertising. And, as a result of their combined efforts, more than 6,000 men had offered their services from August 1st to August 20th alone, while three thousand high school girls and boys spent their whole vacations in helping the farmers and fruit growers. The sum total result, concluded Dr. Abbott, was that Ontario harvested the largest crop in her history—having

increased her production by more than 250,000 bushels of grain and roots over last year.

Professor McCready followed Dr. Abbott with a detailed account of the direct methods employed by the Committee to stimulate greater production. He told of how interest in greater crops was stirred up by sending out letters to school teachers, reeves, ministers, town clerks and women's institutes of the province, and how the reports received indicated the vigor and enthusiasm with which the volunteer workers had attacked the problem. Most interesting and encouraging were the specific instances cited of special aid rendered by individual concerns in donating space to their employes for gardens. Out of 1,200 letters sent out, he said about 400 answers were received, demonstrating in part the soundness of the methods as applied by the members of the Resources Committee to the solution of the difficulties which had faced them.

* * *

There was a large turnout of the members of the Toronto Advertising Club at the noon-day luncheon in the St. Charles' Hotel on October 9th, to hear R. H. Osborne, a sales manager of the Northern Aluminum Co., discuss "The History of Aluminum,—Advertising and Marketing it in Canada."

In the course of an intensely interesting and instructive address Mr. Osborne traced the development of aluminum from its discovery by Sir Humphrey Davy, in 1798, to its general use for the manufacture of kitchen utensils in 1902. To illustrate his remarks specimens fo aluminum in both its crude and finished state were passed around among the members for examination.

He referred briefly to the early attempts which had been made by his company to overcome the indifference and opposition of the retail dealer, who said he had already lost money because of a previous unsatisfactory experience with aluminum cooking utensils. Quite undaunted the company persisted in its work of introducing its aluminum ware. Door to door demonstrations were tried. Beginning with a force of 100 men, mostly students, and employed of necessity only part time, the number of demonstrators was gradually increased until it reached 1,500 to 2,000 and these were kept in the field all the year round. A demand was thereby created for aluminum cooking utensils which had finally induced the dealer to stock them. Meanwhile generous newspaper and magazine, and street car and billboard advertising was doing its share to arouse interest in the new product, the company having expended $15,000,000 alone on this one phase of sales promotion. As an example of what was accomplished in this respect, the speaker mentioned one case where through the efforts of the dealers and demonstrators in active co-operation more than 100,000 aluminum kettles were sold in one week. And to-day—so effective has been the advertising and sales policy of the company—"Wear-Ever" has come to mean aluminum wherever the name is known.

* * *

LONDON

One of the liveliest meetings in the history of the London (Canada) Advertising Club, was held in that city, on September 27th, the occasion being local manufacturers' night, and the speaker being Wm. C. D'Arcy, President of the Associated Clubs of the World.

About two hundred persons sat down to dinner, one-half of whom were ladies, this being the first time since the club was formed that ladies were invited to be present. The local manufacturers having all sent samples of their products, a large bag of these was handed each lady at the conclusion of the meeting.

Mr. D'Arcy sketched briefly the history of advertising, with particular reference to the work of the A. A. C. of W., and dwelt largely on the educational and vigilance work of that body, with which the London club is affiliated.

The Hackneyed Word SERVICE

This word has been in such constant use during recent years that it seems to have lost "punch."

Yet, it's the only word that really expresses what this agency offers to advertisers.

This is illustrated by the constancy with which many large advertisers entrust us with their advertising year in and year out.

Here's an extract from a letter received recently from one of our clients —name on request:

"and compliment you on the attention that your ads received at the hands of the publishers. I wish we had more of that kind of advertising here in the States."

If you are looking for such an agency service, we shall welcome your inquiry.

Norris-Patterson, Limited

Toronto

"IT'S ALL IN THE SERVICE"

Just a Moment, Please!

Before you close this copy of Economic Advertising let me ask if you have discussed with your favorite Advertising Agency the desirability of using The Daily and Sunday World for your fall and winter advertising. The combination contract, covering both papers, gives you the popular Toronto morning paper with the largest and most influental Ontario weekly paper at as little as 6 cents per agate line for each paper ---a net rate to you of less than one cent per line for each ten thousand circulation. A card to The World, Toronto, brings more information.

Schedule of Back Covers

Canadian Courier, 1918

Jan. 5	Babson Phonograph	
12	Old Dutch Cleanser	
19		
26	Babson Phonograph	
Feb. 2	J. B. Williams	
9	Palmolive	
16	Overland Motor	
23		
Mar. 2		
9	Goodyear Tire	
16	Boston Varnish	
23	Postum Cereal	
30		
Apr. 6	J. B. Williams	
13	Old Dutch Cleanser	
20	Goodyear Tire	
27	Postum Cereal	
May 4	Palmolive	
11		
18	Old Dutch Cleanser	
25	Goodyear Tire	
June 1	J. B. Williams	
8	Palmolive	
15	Old Dutch Cleanser	
22	Postum Cereal	
29	Goodyear Tire	
July 6	Rubberset Co.	
13	Goodyear Tire	
20	Postum Cereal	
27		
Aug. 3	Overland Motor	
10		
17	J. B. Williams	
24		
31		
Sept. 7	Palmolive	
14	Old Dutch Cleanser	
21	Postum Cereal	
28		
Oct. 5	Overland Motor	
12	Old Dutch Cleanser	
19	Imperial Oil	
26		
Nov. 2		
9	Palmolive	
16		
23		
30	McLaughlin Motor	
Dec. 7	J. B. Williams	
14	Old Dutch Cleanser	
21	Postum Cereal	
28		

Most of these back covers have been taken year after year by the same National Advertisers.

The main reason is that these advertisers recognize that color advertising in a commanding position is the one sure way to keep the name of their product on the tip of the tongue of every buyer —Williams' Shaving Soap, Palmolive Soap, Postum, Old Dutch, these names you all know—and they have the goods to back up their advertising.

Another reason is that each year Canadian Courier is offering Better Value.

A tri-color advertisement, as run in the October 20 issue of Canadian Courier, would cost $562.50 in 1918 if the rate were advanced in proportion to the Guaranteed Circulation. The price quoted is $400.00, a net saving of $162.50, and in addition the proportionate cost of plates is largely reduced.

Guaranteed circulation is not an empty phrase. We paid to our advertisers $5000.00 in one year in rebates. This year the advertiser is receiving several thousand excess circulation without extra cost.

For 1918 we guarantee

50,000

average net paid circulation weekly—proved by A. B. C. Audit.

Rates: Two Colors, $310; Tri-Colors, $400; Four Colors, $480.

MAKE YOUR RESERVATIONS BY WIRE OR LETTER
Pending Final Decision on your 1918 Advertising Campaign

CANADIAN
COURIER
TORONTO

Economic Advertising

A Monthly Magazine of Canadian Advertising

Vol. X Toronto, November, 1917 No. 11

A. A. BITTUES, OF THE GILLETTE SAFETY RAZOR CO., *of* CANADA, LIMITED (See Page 9)

THE Dominion Government is using a notable Poster Advertising campaign in connection with the Victory Loan. It is safe to say that no one who reads this announcement has failed to see these posters —they dominate every street—they meet you wherever you turn—and can you ever forget their pictorial messages with their brief, vital text!

THIS recognition of the value of Poster Advertising by the Government should not be overlooked. Most of all should the reasons for its use be appreciated—its extreme conspicuousness, intensity of appeal and ability to reach everybody in the most effective way, through pictures.

THIS Association, or any official representative, will supply you with an estimate for Poster Advertising promptly and without obligation.

POSTER ADVERTISING ASSOCIATION OF CANADA

W. W. SCANE, SECRETARY, CHATHAM

OFFICIAL REPRESENTATIVES

Wadsworth-Nathanson Co., 501 C.P.R. Building, Toronto, Ont.
Canadian Poster Company - Lewis Building, Montreal, Que.
Harry Duker, Limited - - - - Vancouver, B.C.
A. R. Kent - - - 804 Kent Building, Toronto, Ont.
London Bill Posting Agency - - - London, Ont.
The Lindsay-Walker Co., Limited - - Winnipeg, Man.
E. L. Ruddy Co. - 11 Wellington St. East, Toronto, Ont.

TO ADVERTISING CONTRACTORS

The greatest mechanical advertising device ever invented will shortly be shown in Toronto. This device has recently been patented in the United States. Mr. Mayer will arrive early in December and will show to firms interested. The exclusive rights for Canada will be offered.

Address Letters to

AUGUST MAYER

in care of

ECONOMIC ADVERTISING

Mail Building

Toronto

20,984, or quite one-half of the Motor Cars sold in Canada during 1917, have been sold to and are owned by families who are subscribers to EVERYWOMAN'S WORLD.

A most exhaustive census, taken over three months, on a cross section of 25,205 subscribers, discovered this fact, which, along with other valuable information pertaining to this market, is *proved absolutely* to your satisfaction in a new booklet—"Selling Cars in Canada."

RURAL CANADA, the sister publication, extends this *proven great market* into 50,000 of the better farm homes, concentrated in the *rich rural districts.*

FOR a limited time we are accepting a combined rate of only $1.00 a line for 175,000 aggregate circulation on EVERYWOMAN'S WORLD and RURAL CANADA, where same space and same copy are used in both magazines—giving you *most efficient, most economical* access to these great markets.

CONTINENTAL PUBLISHING CO. LIMITED, TORONTO

Montreal Philadelphia Chicago London, England

Three-Fold Service

Designing — Copy-Writing — Printing

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

ALL who saw our hosts pass by,
All who joined the parting cry,
When we bade them do or die,
Take the loan!

As ye wished their triumph then,
As we hope to meet again,
And to meet their gaze like men,
Take the loan!

These stirring lines, written during the Civil War period by Edward Everett Hale, have a particular application at this time when all Canada is participating in the floating of the new Victory Loan.

NORRIS-PATTERSON LIMITED
Advertising Agency
Mail Building, Toronto

VOLUME X NOVEMBER, 1917 NUMBER 11

Economic Advertising
A Monthly Magazine of Canadian Advertising

$700,000,000 POCKET MONEY FOR THE PRAIRIE PROVINCES

AN OPPORTUNITY TO WEIGH IN ADVANCE SALES POSSIBILITIES IN WESTERN CANADA

By CHARLES E. COLING
Advertising Manager, Winnipeg *Free Press*

BECAUSE the accurate determination of a possible sales volume is difficult does not of necessity mean that it is impossible, or so costly in time and money as to be ruinous, or that the conclusions reached are not reliable.

Offhand it seems a fantasy of a disordered brain to say that the number of red, white and blue neckties which can be sold in Winnipeg is a problem possible of solution. At first glance it does seem idle speculation to state that there is a way to know how many oil heaters can be sold in a year in Calgary.

Manifestly, if such data can be secured and used to underlie selling campaigns and to predetermine the permissible amount of sales expenditure they have a very definite place in the management of any manufacturing business.

I believe that there are not a few successful sales and advertising managers who take their maps and determine, district by district, and section by section, the amount of sales they ought to get. Knowledge of actual conditions permits these men to direct their efforts, and all the possibilities for his goods in a given territory are weighed in advance.

So, in order to assist the readers of ECONOMIC ADVERTISING, I will give some facts and figures that will illustrate very forcibly the excellent condition of Western Canada as a sales outlet for the Eastern manufacturer.

Inasmuch as Western Canada is principally an agricultural country we quite naturally are dependents of the farmer. There-

fore figures giving the value of farm products are very essential in order to give a general idea as to the financial status of the prairies.

Miss E. Cora Hind, commercial editor of the Winnipeg *Free Press*, one of the outstanding authorities on agricultural matters, conservatively estimates the value of farm produce of the Prairie Provinces at the record breaking total of $700,000,000.00. This means that the farmers of Manitoba, Saskatchewan and Alberta will be more prosperous than ever. In actual dollars and cents each farmer, with a family of five, will average $3,783, or an individual purchasing power of $736 per member, from father to baby.

Here are the interesting facts as compared with previous years:

4 PRINCIPAL GRAIN CROPS
FOR MANITOBA, SASKATCHEWAN AND ALBERTA
(E. Cora Hind Estimate)

1913	$225,000,000
1914	278,000,000
1915	502,000,000
1916	440,000,000
1917	581,000,000

DAIRY PRODUCE

1914	$ 6,026,620
1915	11,351,087
1916	12,728,000
1917	(figures not yet procurable, but estimated by the most conservative to be far in excess of 1916.)

WINNIPEG STOCK YARDS RETURNS

1914	$18,000,000
1915	17,500,000
1916	19,346,000
1917	20,700,000 (first 8 months only).

These figures do not include returns from Calgary or Edmonton Yards.

Last call for dinner. Swine, Vegreville, Alta.

The average per capita wealth of the farmers of Western Canada is from five to six times greater than that of the farmers located in the East. Land is worth from $15 to $30 per acre and is producing crops worth $40 to $75 per acre. One out of every four farmers, north of the international boundary between the Great Lakes and the Rocky Mountains, has a telephone. Over forty thousand of them own automobiles. Of the livestock production in the Dominion over 42 per cent. comes from the Prairie Provinces. The average wheat yield per acre for the past five years was nearly eight bushels per acre greater than the twelve leading wheat states of the United States. During the past fifteen years the chartered banks of Canada have established 900 branches west of the Great Lakes to take care of the business arising from these agricultural provinces.

There is no question that the Western Canadian farmer is prosperous. The huge crop of 1915 and the high prices for the crop years of 1916 and 1917 have enabled him to liquidate his liabilities and at the same time purchase improved farm machinery and other equipment for his farm and home. To-day the Western farmer is the man who is keeping the carpenters, stone masons and other mechanics running full capacity. He is demanding building materials, motor cars, gas tractors, electric lighting plants, water systems, telephones and other modern devices. He is also buying government and municipal bonds, listed stocks, and other high class securities as never before.

His patronage quite naturally effects all the Western Canadian distributing points of which Winnipeg, unquestionably, is receiving the major portion.

Below I have given the percentages of increase or decrease in seven principal lines of trade covering a period from January, 1914, to March, 1917.

I would like especially to call my readers' attention to the gain shown in the last 6 months of 1915 against the first 6 months of 1915, also the gain of 1916 against 1915, and the gain of the first quarter 1917 against the first quarter 1916.

DEPARTMENT STORE TRADE

Last	6 mo.	1914	against	first 6 mo.	1914	Decrease 18 2-3%
First	6 mo.	1915	"	last 6 mo.	1914	Increase 28 1-3%
Last	6 mo.	1915	"	first 6 mo.	1915	Increase 40%
Year		1916	"	year	1915	Increase 26½%
First	quarter	1917	"	first quarter	1916	Increase 19 1-3%

During this period there has been an appreciable increase in the volume of department store advertising.

WHOLESALE DRY GOODS TRADE

Last	6 mo.	1914	against	first 6 mo.	1914	Decrease 31%
First	6 mo.	1915	"	last 6 mo.	1914	Decrease 8½%

Last 6 mo.	1915	against	first 6 mo.	1915	Increase 50½%
Year	1916	"	year	1915	Increase 43%
First quarter	1917	"	first quarter	1916	Increase 32%

The percentages shown in the wholesale dry goods trade also reflect very forcibly the condition of the country dry goods merchant.

HARDWARE TRADE

Last 6 mo.	1914	against	first 6 mo.	1914	Decrease 10%
First 6 mo.	1915	"	last 6 mo.	1914	Decrease 5%
Last 6 mo.	1915	"	first 6 mo.	1915	Increase 15%
Year	1916	"	year	1915	Increase 35%
First quarter	1917	"	first quarter	1916	Increase 46%

The percentages shown in the hardware trade, I believe, would also approximate those of lumber kindred lines.

RETAIL SHOE TRADE

Last 6 mo.	1914	against	first 6 mo.	1914	Decrease 22%
First 6 mo.	1915	"	last 6 mo.	1914	Decrease 8½%
Last 6 mo.	1915	"	first 6 mo.	1915	Increase 25%
Year	1916	"	year	1915	Increase 35%
First quarter	1917	"	first quarter	1916	Increase 20%

Volume of advertising in the retail shoe trade has also shown considerable increase.

RETAIL JEWELRY TRADE

Last 6 mo.	1914	against	first 6 mo.	1914	Decrease 15%
First 6 mo.	1915	"	last 6 mo.	1914	Increase 5%
Last 6 mo.	1915	"	first 6 mo.	1915	Increase 10%
Year	1916	"	year	1915	Increase 15%
First quarter	1917	"	first quarter	1916	Increase 10%

PAINT MANUFACTURE

Last 6 mo.	1914	against	first 6 mo.	1914	Decrease 38%
First 6 mo.	1915	"	last 6 mo.	1914	Decrease 12%
Last 6 mo.	1915	"	first 6 mo.	1915	Increase 14%
Year	1916	"	year	1915	Increase 35%
First quarter	1917	"	first quarter	1916	Increase 33¾%

RETAIL MUSICAL TRADE

Last 6 mo.	1914	against	first 6 mo.	1914	Decrease 42%
First 6 mo.	1915	"	last 6 mo.	1914	Decrease 10%
Last 6 mo.	1915	"	first 6 mo.	1915	Increase 23%
Year	1916	"	year	1915	Increase 60%
First quarter	1917	"	first quarter	1916	Increase 22%

The remarkable 1916 gain in the retail musical trade in Winnipeg, just goes to show what newspaper advertising will do, to what may be considered in war times a luxury. The volume of newspaper advertising from the music supply houses in Winnipeg in 1916, was an easy 50 per cent. increase of the year 1915.

While the foregoing tables demonstrate very forcibly the condition of business in the City of Winnipeg, the same is also true to some extent of each distributing point in Western Canada.

THE POLICY BEHIND THE "PUNCH"

X

By EVERSLEY FOY

BEING A FEW SIDELIGHTS ON GILLETTE SAFETY RAZOR ADVERTISING AND THE MAN RESPONSIBLE FOR IT

THE Editor of ECONOMIC ADVERTISING has asked for "an impersonal introduction to the moving spirit of Gillette advertising in Canada," with "an expression of his philosophy of advertising." Now the moving spirit in this case is not keen on autobiography, nor is he wont to express his philosophy in words, but rather in actions. So it devolves upon me, as the writter of Gillette advertising for several years, to introduce the man behind it all.

A. A. Bittues, managing director of the Gillette Safety Razor Co. of Canada, Limited, had already established Gillette factories in three European countries before he began the manufacture of the razor in Canada in 1906. Under his direction the Canadian business has doubled and redoubled, in fact, the extensions now under way will give the factory in Montreal seven times its 1915 capacity, and the ability to cope with the enormous export trade with Australasia and Russia. These results, due in part to advertising, are my excuse for venturing to outline briefly the philosophy behind them.

Skilled manufacturer though he has proved himself, Mr. Bittues is a salesman, and further, a student of men and minds even more than of materials and processes. This natural bent toward moulding the thoughts and actions of men showed itself plainly in his early career in the Naval Reserve and the United States Navy, where he served ten years. Entering as ordinary seaman, he rose through the different grades of non-commissioned officers, handling boats, equipment and guns, to become Master-at-Arms, handling the whole crews of various ships and later received his commission as lieutenant, being adjutant of his battalion ashore. This same characteristic, developed and broadened by his experience in doing pioneer work with several different nationalities in Europe, goes far toward explaining his success in a business that is at least as much an advertising and selling as a manufacturing problem. It explains, too, why Gillette advertising savors more of applied psychology than of applied mechanics. For while it is possible, and occasionally advisable, to illustrate and explain clearly the mechanical principles that make the Gillette shave so clean and smooth, the aim of most Gillette advertisements, like that of the astute salesman, is

Saskatchewan's Crop

Conservative estimates show that the value of the grain crop of Saskatchewan will this year exceed by about $125,000,000 that of the previous record year. The following figures, as announced by Premier Martin, tell the tale:—

	Bushels	Average Price	Total Value
Wheat	130,303,735	$1.95	$254,092,283.00
Oats	109,772,325	.60	65,863,395.00
Barley	14,905,876	1.00	14,905,876.00
Flax	8,715,762	3.00	26,147,286.00
			$361,008,840.00

These figures mean that the people of Saskatchewan will this year have **$125,000,000.00 more to spend** than in any previous year of the Province's history—a fact that national advertisers cannot afford to ignore.

Saskatchewan Business

To secure a fair share of Saskatchewan business, advertisers should provide for a generous advertising appropriation for space in

The Regina Morning Leader

"Saskatchewan's Foremost Newspaper"

The Morning Leader carries more paid advertising and has a greater paid circulation than any other Saskatchewan newspaper.

Full particulars as to advertising rates, circulation, etc., may be obtained from any recognized agency, or from the following special representatives:

Toronto, Edgar J. Guy, 302 Royal Bank Building.
Montreal, R. Bruce Owen, 123 St. Peter St.
New York, L. Klebahn, 1 West 34th Street.
Chicago, Henry De Clerque, 800 Mailers' Building.

MEMBERS OF A.B.C.

A Beekeeper at work, near Dauphin, Manitoba

rather to meet the prospective buyer on the ground of his own interests, and in his own language show him, by direct argument or inference, how these interests will be served by the use of the Gillette Safety Razor.

Hence Gillette advertisements are frequently topical. Mr. Bittues is a strong believer in appealing to his public through the topic that, for the moment, is uppermost in their minds. To link this topic with the Gillette Safety Razor in a natural, logical way is not always easy, but that it can be done effectively has been demonstrated by such advertisements as "Gillette Elected" which appeared the day after the last Federal election; "The States Comes In," published throughout Canada on the day and the page with President Wilson's speech announcing a state of war with Germany; and "With Beatty at Jutland," which ran on the anniversary of the greatest naval battle of the war.

Along the same line were the series of military advertisements published during the active recruiting period in the spring and summer of 1916. Scores of battalions, from Halifax to Victoria, were represented in these advertisements by their distinctive cap badges, lists of officers, and recruiting stations. The advertisements stimulated recruiting, each battalion being sent all the cuts and crests for use in correspondence and local advertising, and they certainly did help thousands of young Canadians to go overseas properly equipped for shaving in comfort.

What the Local Merchants Say About

The Winnipeg Free Press

Rannard Shoe, Limited, operate a chain of retail shoe stores in Winnipeg, Read what he says:

"Operating as I do a chain of large retail stores located in the down-town district, I have had abundant opportunity of testing the relative values of the various advertising mediums, and I came to the conclusion some time ago that it would pay me to confine my advertising largely to the columns of the Free Press. The paper has a wide circulation. In fact, there appears to be few homes in the city which it does not enter. The publishers never resorted to the use of premiums, contests and other methods of forcing circulation. Its advertising standards are high, both in respect to the character of copy and the extension of credit, so that I am not likely to find my advertisements of high-class goods in unworthy or objectionable company.

"The paper has a remarkable reputation for accuracy in its news columns. 'I saw it in the Free Press' is sufficient to establish the authoritativeness of any statement. It has a well organized advertising and service department and is continually on the lookout for suggestions which will be of assistance to its advertisers. Then, too, it is the recognized 'Want Ad' medium, which is always a great source of strength to any paper.

(Signed) C. F. RANNARD."

Would you like to know what other local men have to say? We have letters on file from food merchants, insurance companies, automobile concerns, tailors, jewellers, music stores, furniture stores, etc. We will gladly send you the series upon request.

By coupling with the Free Press four or five of the excellent smaller dailies in some of the live cities in the farther Western Provinces, the Canadian advertiser reaches and covers in a most substantial manner, and, at a relatively slight additional cost, a vast and populous territory possessing a community of exceptionally high purchasing power.

For further information along these lines communicate with any recognized Advertising Agency, or our Toronto Representative

EDGAR J. GUY, 302 ROYAL BANK BUILDING

or write direct to

The Manitoba Free Press Company, Limited

Winnipeg, Canada

MEMBER
OF THE
A. B. C.

"More than 32,000 Western Farm Homes every Wednesday."

PAGE SIZE

5 Columns 17 inches deep by 12½ ems wide, 1,190 lines to the Full Page.

RATE

8 cents per line flat until Dec. 1st, 1918. After that 10 cents. Present rate equivalent to 4,000 farm homes for each 1 cent per line.

Circulates All Over the Wheat Belt

Free Press Prairie Farmer

CANADA NOW HAS UNION GOVERNMENT

2 ENEMY TORPEDO BOATS SUNK: TWO DAMAGED BY RUSSIA

FINANCING WHEAT CROP ARRANGED

THE NEW GOVERNMENT

The Free Press Prairie Farmer In New Form

CANADIAN AND BOSTONIAN SUNK NEW YORK RUMOR

WESTERN REPRESENTATIVES IN UNION CABINET

"The Free Press Prairie Farmer"

With the western grain and stock farms harvesting a 700 Million Dollar yield for 1917, the greatest ever recorded, ***The Free Press Prairie Farmer*** confines your advertising to the wealthiest farm homes in the British Empire.

Here are two 'advertisers' entirely voluntary expressions. Commodities selling from $1 to $1,275 each:—

"Although we are using all the good agricultural papers circulating in the West we are frank in stating that the Free Press Prairie Farmer **stands second to none, based on actual returns** from our advertising."—KILL - EM - QUICK GOPHER POISON CO.

"From the carefully tabulated daily and monthly returns we find the Free Press Prairie Farmer producing results on a basis of **less than one-half the cost of the next nearest competitor. . . .** The co-operation of your Service Department is an extremely valuable courtesy to any manufacturer." — THE STERLING ENGINE WORKS LIMITED (Tractors).

Write for booklets "A Comparative Analysis" and "Are You Getting Results Like These People Are?" when planning your Western Canada farm paper campaign. A postcard will bring them.

The Free Press Prairie Farmer

Published every Wednesday by

The Manitoba Free Press Co., Limited, Winnipeg

Toronto Representative, EDGAR J. GUY, Royal Bank Building

On Keeping Promises

THE man who gives us a rush order for delivery at a certain hour, and expects to get it at some other time is due to have his eyes opened.

When he marks his instructions "5.30 without fail," "without fail" is right—it goes, or, if it can't possibly be done, we tell him before we start.

True, this has nothing to do with the actual work of making plates; but don't you think that a firm that would be scrupulous about keeping faith would be careful about other things as well?

A message to Main 5-6-4-2—local or long distance—will get immediate attention. Try it.

Brigdens Limited

Artists—Engravers—Printers

160-164 Richmond Street West

Toronto

The strength of these topical Gillette advertisements lies in timely suggestion rather than in convincing argument. In this suggestion the illustrations play a major part, and by the artistic strength of his illustrative work Mr. George Y. Kauffman, of A. McKim, Limited, has been largly instrumental in "putting across" the Gillette advertise-

"The States" Come In !
Now that official action has struck off the fetters of neutrality, our cousins across the Line are free to throw their whole weight into the world's struggle for freedom and humanity.
Unofficially and individually they have already contributed much to the Allied cause—in moral and financial support, in munitions and machinery, and by no means least in those brilliant inventions for which they are famous. The Lewis gun, the Curtis hydroplane, and a wonderful submarine detector are products of their genius which in our hands have done most efficient work by land, air and sea; while the American-invented, Canadian-made Gillette Safety Razor has been a friend indeed to our officers and men on active service everywhere.
Much as men have appreciated the Gillette at home, its real test has come in barracks, billets, trenches and hospitals, and no article of equipment has proved more satisfactory. Those who have returned from the firing line speak with enthusiasm of the convenience—the comfort—the necessity of having a Gillette Safety Razor if the man at the Front is to enjoy a clean and regular shave.
If there is anyone dear to you in Canada or Overseas without a Gillette and a good supply of blades, it's a chance for you to do him a really good turn by completing his equipment

An illustration of how the Gillette advertising department capitalizes current events

ments. They meet readers more than half way, appeal to them in a receptive mood, and create impressions, apparently casual, that are really deeper and more lasting than many an impression created by profound argument.

Of course, straight selling talk has its place in the advertising scheme, and frequently the topical feature is only the briefest introduction, or is omitted altogether. Concurrent with the National Service Campaign for thrift appeared a Gillette advertisement, very similar in style and appearance, headed "Economy that does not hurt," in which the actual cash saving from using a Gillette was figured out. "A Summer Beard on a Sun-tanned Face," appearing in July, introduced a strong argument on the easy comfort of the Gillette shave under the least favorable conditions. The September copy went straight to the point, without topical introduction and in some cases without even illustration.

But Gillette advertising is by no means limited to newspapers and magazines. The same topical advertising, with an added wealth of color, size and impressiveness, appears from time to time on billboards the Dominion over. The same ideas and illustrations, adapted to store cards, reinforce Gillette publicity from thousands of dealers' windows. Dealer advertising, in trade papers, letters and booklets, plays its part in a carefully co-ordinated whole—for Mr. Bittues seldom overlooks an opportunity to broaden, deepen and consolidate the advanced positions won by the distinctive style of general advertising which he has adopted and consistently followed up. Above all he believes in advertising—advertising. In Gillette advertising, as in the rest of the business, waste is cut to the

$2 a Year—and worth it

With the January, 1918, issue, the subscription price of MacLean's Magazine goes from $1.50 to $2.00.

IMPROVEMENTS are being made in the Magazine more than warranting this increase in price. These improvements include better paper, more and better reading matter, more and better illustrations more artistically devised, etc. Every one of these improvements means a heavy additional production cost, and we are asking our 50,000 readers to pay it.

These numerous improvements mean much better value for advertisers, for a magazine's worth to an advertiser is directly related to its esteem by the reader.

WE venture the asser tion that MacLean's Magazine is the best merchandized magazine in Canada. During the past 15 months we have added 25,000 new readers. We are advertising Mac Lean's Magazine in big spaces, 9″ x 12″ commonly, in a considerable group of publications going to a very choice lot of prospects.

50,000 circulation in Canada

Among advertisers and agency men, MacLean's has come into high favor, for it is recognized that MacLean's is rendering them an invaluable service as a truly national medium of the finest type, reaching an *elite* class—persons and families of large community influence. MacLean's Magazine in its field (Canada) has achieved a circulation record equalled by only one American magazine of comparable character in its field (the United States), namely, the *Cosmopolitan*.

The guaranteed circulation of MacLean's, *on which rates are based, is 40,000 copies, but we are giving every month at least 25% extra circulation.*

MacLean's Magazine

IS A MEMBER OF THE A.B.C.

You are asked to put MacLean's on all 1918 lists, because of its value as a national medium.

NOTE—Frequently we issue copies of GOOD STUFF, our interpreter of MacLean's. It is factful. Send us your name and address to receive copies of GOOD STUFF whenever they appear.

THE MACLEAN PUBLISHING CO. LIMITED
143-153 UNIVERSITY AVENUE, TORONTO

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, Eng.

FARMER'S MAGAZINE

Semi-Monthly after February 1, 1918

COMMENCING February 1st next, FARMER'S MAGAZINE will be published semi-monthly—on the 1st and 15th of each month.

Both readers and advertisers are calling for oftener-than-once-a-month issues. Seasonable advertisers who have to crowd their selling effort into a few weeks found that FARMER'S MAGAZINE did not serve them as they would liked to be served—they want more insertions than a monthly magazine can give them. Also our readers enjoy FARMER'S so thoroughly that they have repeatedly asked for more frequent issues. Hence the change to a semi-monthly.

A NEW RATE CARD GOES INTO EFFECT

OUR rates have to be revised in consequence of the doubled number of issues. They are practically the same as those obtaining for the monthly, despite the almost 50 per cent. increase in the circulation that has come about during the past year. The new rates will be

Under 2,000 lines	22 cents
2,000 lines	21 "
3,000 lines	20 "
5,000 lines	19 "
10,000 lines	18 "

More Cover Positions to Sell.—We shall have twice as many cover positions to sell now. The same high grade paper will be used on both issues.

More Reading Matter.—The growth in importance of agriculture and the widened and stimulated activities of farming call on us to serve our readers more fully. This means a very considerable increase in the number of pages per month, and this fact was influential in the decision to make two issues per month instead of an enlarged monthly issue.

The Character of FARMER'S MAGAZINE.—The contents of every issue of FARMER'S MAGAZINE have a very distinctive character—a breadth and pertinency not commonly found. This is due partly to the fact that the peculiar constituency of FARMER'S MAGAZINE is farm families of superior station, influence and enterprise. Not being a newspaper, but more of a magazine, FARMER'S MAGAZINE has an appeal to those trying always to elevate farming—to get out of it and to put into it the very best and highest. FARMER'S MAGAZINE goes to those farmers rated at $10,000 to $20,000.

This Announcement is made thus early in order to enable advertisers and agency men to make up their 1918 schedules to include two issues per month of FARMER'S MAGAZINE.

The MACLEAN PUBLISHING CO. LIMITED, TORONTO, CANADA
Also at Montreal, Winnipeg, New York, Chicago, Boston and London, Eng.

Cutting Grain in Saskatchewan

vanishing point. When a certain medium in a section does not pay it is eliminated, or if a certain type of ad does not pull and is not effective, it is "cut." Never is a questionable system followed out because it has made good for the "other fellow." The system best for "Gillette" is first found, checked and verified by results, and then followed.

Toward advertising men, Mr. Bittues, confesses himself to take an equally exacting attitude. But to every one who calls he is ever ready to give some of his time, believing that in many cases he can learn as much from them as they can from him in their turn. "No doubt," said Mr. Bittues, "my training in the navy made me more or less of a martinet, but it all goes to show that definite training helps. Just at present we are rejoicing in the fact that we have incorporated this company in Canada with a Dominion charter, authorizing a capital of two million dollars. This follows the recent re-incorporation of our parent company in Boston. We are also particularly proud that we are now occupying one of our three hundred thousand dollar buildings, and are so equipping our plant as to multiply it three times. This is to take care of our now ever increasing business in foreign countries."

Besides being an eager business man, Mr. Bittues is also a keen sportsman, finding his chief recreation as a member of several hunting clubs, including the North Lake Fish and Game Club, one of the oldest in Quebec, of which he is president.

RECENT ADS—Good and Otherwise

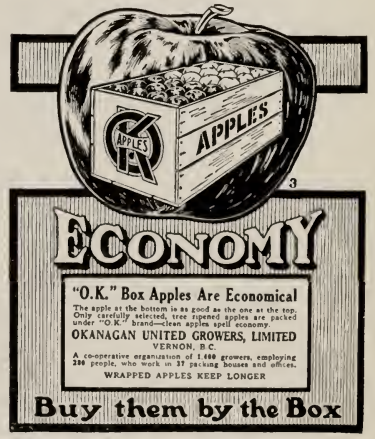
By THE CAPTIOUS CRITIC

THE advertisement of the B. & L. Manufacturing Company, of Sherbrooke, is apparently an attempt to cash in on the effect of a competitor's advertising. The

Ladies—Every Cent You Spend For
Maple Leaf Dirt Chaser
STAYS IN CANADA
Every Cent of Profit for 12 Months goes to Red Cross and Patriotic Work
See the Can
MAPLE LEAF DIRT CHASER
MADE IN CANADA
Maple Leaf Dirt Chaser
MANUFACTURED IN CANADA BY CANADIANS
For Sale by all Grocers
MANUFACTURED BY
The B. & L. Mfg. Co., Ltd.
Sherbrooke, Que.

Patriotism and Piracy

style of the container, the figure on the can suggestive in its pose of the Old Dutch woman, and the incorporation of the Old Dutch Cleanser slogan in the brand name altogether imply that commercial piracy is not nearly so extinct as the missionaries of truth in advertising might lead us to believe. And all this, mark you, in the sweet name of Charity. Shades of Robin Hood and his merrie men! "Every cent of profit for 12 months," so reads the copy, "goes to the Red Cross and Patriotic Work." This may be; but how will they prove it? The Critic feels that he speaks for the reader as well as himself when he affirms that about the only proof that would likely be acceptable in this case is an A.B.C. audit. Aside from the ethical point involved extremely bad taste is displayed in the questionable use of the flags.


APPLES
APPLES
ECONOMY
"O.K." Box Apples Are Economical
The apple at the bottom is as good as the one at the top. Only carefully selected, tree ripened apples are packed under "O.K." brand—clean apples spell economy.
OKANAGAN UNITED GROWERS, LIMITED
VERNON, B.C.
A co-operative organization of 1,400 growers, employing 300 people, who work in 37 packing houses and offices.
WRAPPED APPLES KEEP LONGER
Buy them by the Box

Economy might have started at home

By the way, is there not a law prohibiting the use of the flag for advertising purposes?

* * *

It would seem even in these thrifty days as if the economy

plea is in danger of being worked to death. Economy may be a very safe appeal as a general

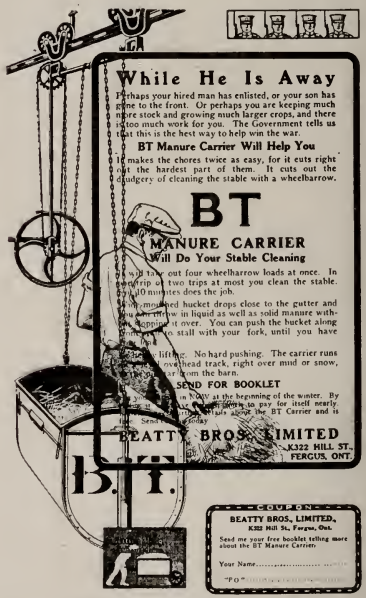
Let the Boy Have His Turn
—he's going to take your place among the sportsmen of the years to come. Let him learn to shoot now. It will make a manly man of him.
Dominion 22's
are the cartridges that hundreds of Canadian boys are shooting today. Teach your boy to use them. The same big "D" trade-mark that guarantees the shells and cartridges you use guarantees the boy's 22's. Write for our method of teaching the boy to shoot—"Handbook of Rifle Shooting."
Dominion Cartridge Co.
Limited
Montreal

Excellent treatment of a family subject

proposition, but surely there are some specific points which might consistently be urged on behalf of OK apples. What of flavor, size, soundness, freedom from blemishes, manner of picking? Also the reader might be told where OK apples may be had. As it is now he is likely to have a fruitless search, for it can hardly be expected that every dealer would carry them. The OK layout is quite effective in its unusual treatment, though rather "tight" in drawing. The omission of the superfluous bar behind the apple would tend to improve it. Speaking of economy, it might be asked in what way does the wrapping of apples contribute to their economy?

* * *

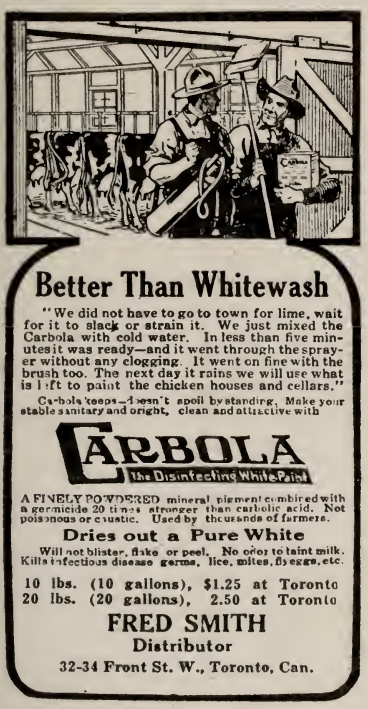
Artistically and typographically the Dominion Cartridge advertisement reveals the touch of an experienced hand. In the careful, studied placing of the whites, blacks and grays, in the natural, life-like postures of the figures, and in the general excellence of the drawing, there is pictured in convincing terms a scene of pleasurable excitement likely to stir the imagination of every healthy youth and make


While He Is Away
Perhaps your hired man has enlisted, or your son has gone to the front. Or perhaps you are keeping much more stock and growing much larger crops, and there is too much work for you. The Government tells us that this is the best way to help win the war.
BT Manure Carrier Will Help You
It makes the chores twice as easy, for it cuts right out the hardest part of them. It cuts out the drudgery of cleaning the stable with a wheelbarrow.
BT
MANURE CARRIER
Will Do Your Stable Cleaning
SEND FOR BOOKLET
BEATTY BROS., LIMITED
FERGUS, ONT.
B.T.
COUPON
BEATTY BROS., LIMITED,
Send me your free booklet telling more about the BT Manure Carrier.
Your Name

Legibility subordinated to effect

him long to own a gun. "Let the boy have his turn," will attract, moreover, the attention of every

father who wants his boy to have all the attributes of a manly man; and since an ability to shoot


Better Than Whitewash
"We did not have to go to town for lime, wait for it to slack or strain it. We just mixed the Carbola with cold water. In less than five minutes it was ready—and it went through the sprayer without any clogging. It went on fine with the brush too. The next day it rains we will use what is left to paint the chicken houses and cellars."
Carbola keeps—doesn't spoil by standing. Make your stable sanitary and bright, clean and attractive with
CARBOLA
the Disinfecting White Paint
A FINELY POWDERED mineral pigment combined with a germicide 20 times stronger than carbolic acid. Not poisonous or caustic. Used by thousands of farmers.
Dries out a Pure White
Will not blister, flake or peel. No odor to taint milk. Kills infectious disease germs, lice, mites, fly eggs, etc.
10 lbs. (10 gallons), $1.25 at Toronto
20 lbs. (20 gallons), 2.50 at Toronto
FRED SMITH
Distributor
32-34 Front St. W., Toronto, Can.

Natural and convincing in illustration and copy

straight is nowadays accounted an individual asset the copy has a most timely appeal. Few there are who will be able to resist the temptation to read it. An invitation to write for a handbook of rifle shooting winds up a pointed and suggestive appeal.

* * *

The Barber-Ellis announcement reminds the Critic of a story told of a woman of the *nouveau riche* type who was showing a friend through her home which had been newly decorated in a series of period styles. Throwing open the doors of the drawing room she turned to her visitor and said, "This is the Louis Seize room." Her companion looked in, then smiled. "What makes you think so?" she asked.

The note paper advertised by Barber-Ellis, Limited, may be Marie Antoinette in design and quality, but there is nothing in the layout or the copy to even indicate that it is. The unhappy spouse of Louis XVI may have been frivolous and vain, but the authorities are agreed that in matters of decoration and dress her taste was impeccable. A simple treatment leaving out the fussy ornamentation which at present mars it, would bring the advertisement more in

Marie Antoinette
Papeterie
Barber-Ellis
Limited
Toronto - - Canada
Brantford Winnipeg Vancouver Calgary
GOOD form demands that the refined note paper—your letters should produce a feeling of pleasure even before they are opened.
Among our many lines of papeteries Marie Antoinette stands out prominently as one most suitable for your correspondence.
Supplied in white only.
Ask your stationer for a box.

Poorly conceived and executed

harmony with the dignified and classic spirit of the late eighteenth century.

* * *

The writer of the Carbola advertisement has managed to invest his subject with a good

Sunny Southern Alberta

Seven Canadian Records Held by this District.

1 Lethbridge led Canada in the percentage of Bank Clearings every week this year, with the exception of six, to date.

2 The Largest Contract for Automobiles ever given in Western Canada was made by a Lethbridge dealer July 3rd, 1917, ordering delivery of $1,000,000 worth of cars in the next fourteen months.

3 The World's Record Wheat Yield on 1,000 acres is held by C. S. Noble, located twenty-one miles north of Lethbridge.

4 From 9,000 to 10,000 Tons of Coal are raised every working day from the four Lethbridge mines.

5 Eighty-two and a half per cent. of the Farm Implements sold by Lethbridge Dealers in 1916 were paid for in spot cash.

6 Two Hundred and Thirteen Farm Tractors were sold in Lethbridge during March and April, 1917.

7 "Southern Alberta has the finest crops in all of Canada this year"—(1916) — W. J. Black, Commissioner of Agriculture, Ottawa.

By actual house to house canvass, the HERALD goes to 73 per cent. of the homes of Lethbridge. Of the remaining 27 per cent., it should be noted, practically all are foreigners, not able to read English. In other words the LETHBRIDGE HERALD is a 100 per cent. efficiency advertising medium for Southern Alberta.

The Lethbridge Herald

Member Audit Bureau of Circulations, is the Only Daily in this Prosperous District

For advertising rates enquire of any authorized advertising agency or

EDGAR J. GUY, Eastern Representative, Royal Bank Building, Toronto.

deal of human interest, and he has been fortunate in finding an able seconder in his confrere, the artist. Quite free and natural are the two farmers—the one returning from milking and the other two carrying a box of Carbola and a long-handled whitewash brush, with the dairy stalls in the background. There has been no attempt at stunts. One imagines rather that the scene it represents is quite commonplace. Perhaps that is why it seems, to the layman at any rate, so convincing. The lines of the drawing, too, are crisp and sharp, giving a good printing surface which no faulty press-work can obscure. Then follows logically in an easy, unaffected tone the conversational copy, just enough to tell the story, and leading up without effort to the points in the concluding paragraph. Even if the busy farmer didn't wish to read the whole advertisement, he would still get the story in the headlines. Altogether, it forms an excellent specimen of the better class of farm paper advertising.

* * *

The announcement of Beatty Bros., Limited, is an example of what may happen when an impulse for "stunts" takes the bit between its teeth and runs away with the copy man's judgment. How much better the advertisement would appear with a panel arranged so that the type would run around the figure instead of over it. For example,

the placing of the left hand rule so that it would come down against the hat of the man, seeming to run behind him, would tend to produce a cleaner and more composed effect. The art work is excellent, while the copy is interesting, terse and timely. It is a pity, therefore, that its legibility should be impaired by an attempt at mere cleverness. Not that cleverness or originality are to be deprecated in advertising—far from it. But common sense and the end in view should combine to keep the desire for the novel for its own sake in a proper state of subjection.

CANADA MONTHLY TO APPEAR WEEKLY

AN announcement of much interest to advertisers and the reading public generally is to the effect that beginning about the middle of December the *Canada Monthly Magazine* will issue as a weekly instead of a monthly publication.

Editorially the magazine is already planned many weeks ahead and will, it is said, meet the demands of the Canadian people for the Canadian national weekly which they want.

Ernest H. Lawson for some time Canadian manager of the *Saturday Evening Post* and the *Ladies' Home Journal*, and more recently circulation manager and assistant general manager *Everywoman's World*, has been elected Secretary and Business Manager of Vanderhoof, Scott & Company, Limited, the publishers.

Sidney R. Cook, formerly of *Colliers' Weekly*, New York, will continue to edit the magazine in its weekly form.

With the publication of the New Year issues an A. B. C. audit of circulation will also be applied for. The magazine will have a subscription price of $1.50 and will sell at 5 cents a copy.

The News

The only Daily paper between Moosejaw and Calgary.

Sworn Circulation

Membership to A. B. C. Audit applied for.

Goes into 96% of the homes in the city.

The newspaper indispensable in an advertising campaign in Medicine Hat and vicinity.

The result getting facilities of the NEWS is manifested in the large percentage of foreign advertising carried.

For rates and all information on advertising write

The Daily News
MEDICINE HAT
ALTA.

THE · EDITORIAL

ECONOMIC ADVERTISING
Published monthly by Norris-Patterson, Mail Building, Toronto, Ontario, Canada. Subscription, $1.00 a year; 10c. a copy, United States postage, 50 cents extra; Foreign postage, $2.50.

TORONTO, NOVEMBER, 1917

DEVELOPING MARKETS IN THE WEST

SINCE the country has finally grasped the full significance of the $700,000,000 crop in the West, business has given a sigh of relief and turned to its task again. Over seven hundred million dollars in money means a tremendous potential purchasing power, a fact which manufacturers in the East are not slow to realize. It is altogether likely then that, unless some serious unlooked for developments take place, attempts will be made by Eastern producers to extend their markets in the West.

Much time and effort and money will be saved, as Mr. Coling implies in his article in this issue, if, preliminary to such efforts, careful market investigations are conducted with a view to finding out just what the West demands in the way of manufactured articles. To go blindly into the market without a knowledge of local conditions regulating the market is to court disaster. The West has a mixed population, even more so than perhaps the older settled sections of Canada; its wants run all the way from the most meagre and primitive kind to the height of the most luxurious; it buys everything from chromos and bandana handkerchiefs to automobiles and diamonds. But, in order to comphrehend well its diverse needs, it is necessary first to know something of the manners, habits, customs, and home life of its people, and such things cannot be learned properly from the vantage point of an office chair. Hence the tabulated results of a systematic and personal investigation become the first essential of any strong and well-conducted campaign.

It is noticeable that in spite of war conditions the West continues to grow. A statement issued by the Department of Immigration recently shows that 33,134 persons have migrated from the United States up to October 31st this year. In the first ten months of 1916, 15,960 persons crossed the line, while in 1915 only 9,191 came over—an intimation to manufacturers and jobbers that something more than the Made-in-Canada slogan is necessary if they are to switch the acquired preferences of these new settlers from commodities made in the United States to those of Canadian origin. So in formulating an intelligent sales policy at least two things are pre-requisite: (1) A knowledge of the Western market and its needs, and (2) A method by

POINT · OF · VIEW

which the market can be reached most effectively and systematically.

THE OUTLOOK FOR PACKAGED GOODS

SOMETHING of a panic was created among cereal manufacturers recently when the Food Controller announced his intention of prohibiting the packing of flour and other cereals in small bags or packages. Should such action be taken, many owners of valuable trade-marked packaged foods will be forced out of business. It is not now believed, however, that this will be the case; for Mr. Hanna, both by his extension of time to the manufacturers and to the wholesale and retail trade, and also by his expressed willingness to grant exemption to those producers who can show cause, has displayed a spirit that is as reasonable and fair as we could expect in the premises.

There is no doubt, moreover, that the economic aspect of the situation as it applies to the producer will be thoroughly canvassed and that judgment will be passed only after due allowance has been made for the producer's claims to consideration on the grounds of accumulated good will and possible injury to his product.

In spite of what an unthinking and vociferous minority may say or do, the consuming public as a whole is too much alive to the hygienic value of packaged food to desire a reversion to the days when a hair in the porridge was not an uncommon discovery, and the open cracker-barrel caught other things besides the loafer's fancy. Therefore, while the future for packaged foods is not exactly roseate, at the same time there appears to be no real reason for believing that the application of the Order-in-Council will be attended by any unnecessary harshness or injustice. As in the case of the Military Act, those who can submit a good case to the Committee will doubtless be granted exemption.

THE FUTURE OF THE SMALL-TOWN PAPER

THE recent merger of the two Sarnia papers—the Daily *Observer* and the *Weekly Canadian*—raises an interesting question as to the probable future of the small-town newspaper. Owing to the fierce competition existing in many towns in Ontario the position of the publisher has never been any too favorable, but the increasing cost of labor, of white paper, of circulation, has suddenly shown how precarious in reality is his condition. Moreover, the inroads which the big city dailies are making in the suburban and rural districts has but served to accentuate his difficulties. At

the bottom of the whole situation, however, is the great economic waste caused by a constant duplication of effort. Often we find in towns of two thousand and three thousand population, two newspapers struggling for a bare existence when one might live in comfort: often, too, a population of perhaps no greater number will attempt to support three weekly papers when one would be sufficient for its needs.

Local pride may be to blame in some cases, but frequently it is the misdirected ambition of the publisher which is at fault. The law of survival of the fittest operates here as elsewhere, and the mergers we hear of and the suspensions of old established newspapers are but symptomatic of an anomalous condition which is gradually giving place to a sounder and more economical order of things.

ADVERTISING'S PLACE IN DEMOCRACY

QUITE insensibly but none the less surely, advertising has come to assume a very useful and important place in the direction of our public affairs. No longer is publicity the suppliant knocking meekly for admission to the presence of haughty and patronizing commonwealth. Instead, publicity is besought to attend the conferences of almost every great movement; its advice is courted; and its active co-operation enlisted in the promotion of nearly every scheme that has for its object the protection and development of social and moral happiness.

Through advertising, England was enabled to raise Kitchener's Army in a marvellously brief space of time; since then she has used advertising with similar success in other fields of military activity, notably in connection with her war loan, and for campaigns in support of the British Red Cross. As for Canada, innumerable tag days, several Red Cross and Y.M.C.A. campaigns, and the passing of prohibition testify to the force of advertising as a social and economic factor. The Government has also invoked advertising in behalf of the Food Controller, and for the politic enforcement of the Military Act and the presentation of the Victory Loan.

In the near future, moreover, it is anticipated that a vigorous propoganda will be carried on through the advertising columns of the newspapers and other media to combat the so-called social evil which menaces not only the fighting strength of our armies, but the very foundations of civilization itself. Thus it needs no further illustration to prove that advertising, far from being an outgrowth of the democratic idea, is indeed an inseparable part of democracy, for, as a natural concomitant of democratic government, it has taken the place of primeval force as the predominant influence in urging people to united action.

PORT ARTHUR PUBLIC LIBRARY ADVERTISES

MOVE INSPIRED BY A RECENT ARTICLE IN ECONOMIC ADVERTISING

THE following self explanatory letter to ECONOMIC ADVERTISING is an indication of what can be done when a practical suggestion is carried out in an enterprising way:

DAILY NEWS-CHRONICLE
Port Arthur, Ont.
October 20th, 1917.

William G. Colgate, Esq.,
Editor, ECONOMIC ADVERTISING,
Toronto.

Dear Sir:—

The suggestion in your article "The Public Library and its Opportunity," printed in the September issue of ECONOMIC ADVERTISING, was capitalized by the writer with an advertising contract with the local Public Library.

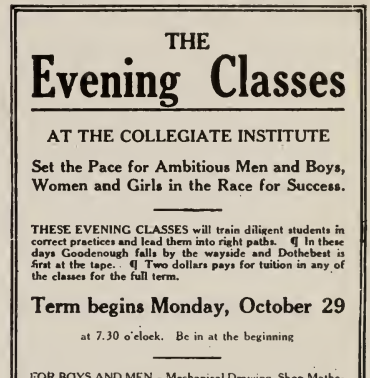
As a starting point, I used the argument that the Public Library Board could make their advertising work hand in hand, in the meantime, with the night classes about to be conducted in the Collegiate Institute.

The books listed in our advertisement are merely suggestive of the help to be obtained from the Public Library, in the study of any one of the subjects included in the season's syllabus.

I thought it well to let you know, that your efforts had been fruitful. "More power to your elbow!"

Yours fraternally,
Jno. Manning,
Advertising Manager,

What gives a high potential value to the advertising of the Port Arthur Public Library is that it is specific; it operates as part of a definite plan, and purposes to achieve something of an essentially tangible nature. The idea of having the advertising work hand in hand, as Mr. Manning explains, with the effort


THE
Evening Classes

AT THE COLLEGIATE INSTITUTE

Set the Pace for Ambitious Men and Boys, Women and Girls in the Race for Success.

THESE EVENING CLASSES will train diligent students in correct practices and lead them into right paths. ¶ In these days Goodenough falls by the wayside and Dothebest is first at the tape. ¶ Two dollars pays for tuition in any of the classes for the full term.

Term begins Monday, October 29

at 7.30 o'clock. Be in at the beginning

FOR BOYS AND MEN—Mechanical Drawing, Shop Mathematics, Naval Architecture, Mineralogy, Woodworking, Commercial Subjects, Art and Design, Building Construction

FOR GIRLS AND WOMEN — Dressmaking, Millinery, Cooking, Commercial Subjects, Art and Design.

SPECIAL CLASS
Reading, Writing and Arithmetic for those who did not have a chance to attend day school.

Classes will be held from 7.30 to 9.30

For further information apply to
W. B. L. HOWELL, Principal.

NOTE.—The Principal will be at the Collegiate Institute October 24th, 25th and 26th from 7.30 to 9 p.m. to enroll pupils. Enroll early and so avoid losing the first lesson.

Advertising the classes and their divisions

to recruit men for the night classes at the Collegiate Institute is excellent. Naturally such restriction of the principle of public library advertising narrows its application to one field.

Other subjects which might properly be covered, it need hardly be said, are those relating

Alberta: Land of Plenty

Increased acreage, bountiful crops and high prices have broken business records to an extent hitherto undreamed of. Bank Clearings have steadily increased. Every line of industry is feeling the magic effect of Alberta's unexampled prosperity.

The acreage under crop in Alberta shows

1916 ..... 3,331,800 acres
1917 ..... 4,125,000 acres

This is well on to a million acres increase. Think what this means to Alberta! Livestock also increased from 1,150,000 head in 1916, to 1,500,000 in 1917.

Not alone in agricultural products is Alberta rich. The value of the mineral production (mostly coal) for the year 1917 totals $13,337,000—an increase of about 35% over 1916. In addition to this, natural gas and oil wells are developing in different parts of the Province.

Looking back over the records of Alberta during the past ten years, who could guess as to what the coming ten years will bring forth?

One more instance: Automobiles in Alberta during 1915 were less than 5,000. In 1917, up to September 1st, there are over 19,000—with the best four months of the year to hear from. This is a most significant proof of Alberta's expanding prosperity.

Advertisers wishing to reach this fertile field can thoroughly cover it by using the

Calgary Herald

AND

Edmonton Journal

The two Largest Papers in the Province

The circulation of both papers in their respective cities goes into well over 90% of the homes, as well as covering outside. **A.B.C. statements prove this.**

For rates and general information enquire of any authorized advertising agency or

EDGAR J. GUY, Eastern Representative, Royal Bank Building, Toronto, Ont.

to business administration, advertising, manufacturing, buying and selling, automobiling, gardening, household economy, art, science, and history as it bears on current events. Possibly this is the intention of the Port Arthur Public Library, in which case any criticism of its policy at this time would be premature and unfair. It is to be hoped, however, that the Port Arthur Public Library, having sought to extend its usefulness by its energy, may yet influence other public libraries by its example.

THANKS

THE thanks of ECONOMIC ADVERTISING are due to the Canadian Northern Railway for the loan of a series of particularly fine photographs from which the Western illustrations in this issue were made. Many of us will, no doubt, be surprised to find that the West is not altogether a flat plain filled with golden grain, but that bee-keeping, swine raising, horse ranching, are also engaging more and more the attention and interest of the Western farmer.

Starting with the January issue *MacLean's Magazine* will be 20 cents per copy on the news stands, and $2.00 per year by yearly subscription. Improvements, so it is announced, are being made in the magazine which will more than warrant this increase in price. These improvements will include the use of better stock, more and better reading matter, a better illustrated magazine and the use of attractive front covers instead of a standard cover as in the past.

The Lethbridge *Herald*, the only daily newspaper published in Southern Alberta, has appointed E. J. Guy as their Eastern representative.

What Will You Read Tonight?

Turn your spare half hours to good account. Acquire knowledge that will help you at your work. The continued study of books dealing with problems or principles peculiar to your business will qualify you for

A BIGGER SALARY
—AND THE—
JOB HIGHER UP

In connection with the Night Classes in various subjects about to be held at the Collegiate Institute, the following hints are given of the possibilities of assistance you can derive from patronizing the Public Library.

The books suggested are recommended for their sane, practical and comprehensive discussion of the topics of which they treat. These books are but indicative of many others on each of the subjects about to be taught at this season's night classes.

"Practical Drawing for Evening Schools."
"The Design and Construction of Ships."
"Manual of Mineralogy"
"Woodworking for Amateur Craftsmen"
"Every Day Business for Women"
"The Complete Dressmaker"
"The New Cookery"

The librarian and her assistants are ready and willing to aid you select the book most adapted to your needs.

THE PORT ARTHUR PUBLIC LIBRARY
Ruttan Block—Court Street

Announcing the books or texts prescribed for the various classes

BUSINESS OUTLOOK IN THE WEST

AS EXPRESSED IN POINTED PARAGRAPHS
BY PROMINENT MEN OF AFFAIRS

[EDITORIAL NOTE.—In presenting the following views to our readers, we wish to express our acknowledgements to Mr. Coling, of the Winnipeg *Free Press,* for letters from the Vancouver *Province* and Calgary *Herald*, both of which were intended for inclusion in his article in the present number. It was thought later, however, that they might with equal propriety and greater convenience be grouped with other letters appearing under the above head.]

W. C. RUSSELL, Vancouver *Daily Province*: Bank clearings for Vancouver show an increase of about three and a half million a week as compared with last year, which is approximately, about 50 per cent. improvement. In a general way all lines of business, manufacturing, wholesale and retail show a very decided improvement. The only setback we had was the failure of the Sockeye run. Apart from that we have had a period of steady improvement in every phase of industrial activity. The lack of bottoms has somewhat handicapped the export trade, although the government have tried to remedy this by the construction of a number of vessels specially designed for the lumber trade, which are now in service. The retail trade is in a very healthy condition.

* * *

J. D. MACMILLAN, Advertising Manager, the Calgary *Herald:* Trade conditions in general were never better in Alberta or in Calgary than at the present time. Records of all kinds, including bank clearings, are being broken almost daily, and retailers are having difficulty, not in selling goods, but in securing them. In place of the many vacant stores which were to be found in practically every part of Calgary in the year 1915, it is now almost impossible to secure a good location. Many new buildings are being erected, and while time does not permit of us securing figures covering this you might make mention of the fact that a new ten-storey business block, the Lancaster Building, has been erected and is now almost ready for occupancy. All transactions are made for cash, and credit is practically unknown and seldom asked for. The deposits in savings accounts in local banks have reached the highest figure in history and are still on the increase. The City of Calgary is going ahead again with civic work and are making many new improvements; a new reservoir is being constructed at a large expense to improve Calgary's water supply, and a new high-level bridge across the Bow River, connecting the north section of our city with the business section, has been completed this year at an expense of over one-half million dollars.

Bank clearings, we believe, are especially interesting as they are a good indication of how business is growing in any centre. Our issue of Thursday, October 18th, gives the bank clearings for that week, the total of which was $10,429,475.00. This is the first time in Calgary's history that the ten million dollar mark has been reached, and the figures for this year are practically double what they were for the same week last year. Manufacturers in Calgary are also experiencing a great revival of business. Many of them, especially our packing plants, are working overtime. The Alberta Flour Mills Co., Limited, are now busily engaged in erecting a new $1,500,000.00 flour mill with a capacity of 6,000 barrels per day. In a general way the outlook for the future is bright, every one is optimistic, and Calgary is experiencing the greatest fall trade in its entire history. One strong point is the increase in the number of automobiles in the province, which from 5,000 in 1915 has grown to over 19,000 in 1917, with the best portion of the year still to be heard from.

A Great Record Growing Greater

THE TRIBUNE published in six months—May, June, July, August, September and October—the largest volume of display advertising ever published for the corresponding months in the City of Winnipeg.

We list below the local and total display carried by the three daily papers for the six months from May 1st to October 31st, inclusive:—

	LOCAL DISPLAY AGATE LINES	TOTAL DISPLAY AGATE LINES
The Winnipeg Tribune -	2,490,869	3,043,683
Second Paper - - - -	1,847,622	2,812,959
Third Paper - - - -	1,729,144	2,246,617

Tribune's lead over second paper in local display, 643,247 agate lines.

Tribune's lead over second paper in total display, 230,724 agate lines.

Tribune's lead over third paper in local display, 761,725 agate lines.

Tribune's lead over third paper in total display, 797,066 agate lines.

The Winnipeg Evening Tribune

Is a Great Newspaper Growing Greater

Advertising that Pays Grows. Members of A.B.C.

John W. Horn, Manager Western Canada Flour Mills Co., Winnipeg: As far as the Prairie Provinces are concerned—namely, Manitoba, Saskatchewan and Alberta, economic conditions at the present time are excellent, in fact, we doubt if there ever has been in the history of these three provinces, so much actual money in circulation amongst the farmers. As an indication of this, it is nothing unusual to have the secretary of a Grain Growers' Association, drop into the office and hand out from $2,500 to $3,000, in cash for a carload of flour, and, we think, if you were in touch with the manufacturers of automobiles, you would also find that farmers are spending considerable of their money in securing for themselves a faster mode of locomotion than the one horse shay. As to future business outlook, there is absolutely no reason why business should not be good in the West, as business conditions are largely or almost altogether dependent in the West on the farmers, and as already pointed out, the farmers are at the present time in possession of the necessary money to purchase freely. In summing up, might say that I would consider the business outlook in the West is excellent at the present time.

H. L. Tweed, President Medicine Hat Board of Trade: I believe that business, both city and country, in the Medicine Hat district was never on a more sound basis. The "boom" feature is now altogether absent from business, and real estate and other transactions are on a basis of business and personal requirements, with the speculative feature practically eliminated. Bank clearings invariably show an increase over the corresponding periods of a year ago, and several industries are experiencing a healthy expansion in business. Cheap farm land in the Medicine Hat district has attracted, during the past few months, many men and families who have gone on the land, and mixed farming is increasing in importance in the district. The immediate business outlook depends upon the weather, and it is worthy of note that the soil is moist to a good depth due to generous rainfalls within recent date. Although this year's crop did not measure up to the big crop of last year and the bumper one of 1915, the farmers generally are prosperous, and their prosperity is reflected in good business in the city.

Back of every turn-down "there's a reason"—find it.

Horses in pasture, Vegreville, Alta.

MEN AND MEDIA

THE Regina *Leader* announces the appointment of Bertram R. Brooker as advertising manager. Mr. Brooker has had considerable newspaper experience in both the editorial and advertising departments on all three of the Winnipeg dailies, and was formerly business manager of one of the most important country dailies in Manitoba. In addition to his newspaper experience, Mr. Brooker held for five years an executive posi-

CHAS. E. COLING
Advertising Manager, Winnipeg *Free Press*
who contributes a Western article
to this issue

tion with the Grand Trunk Pacific Railway in the West. In leaving the Winnipeg *Telegram*, where he has had charge of automobile advertising and editorial matter, to associate himself with the *Leader*, Mr. Brooker believes that he is moving into the heart of one of the greatest undeveloped markets on this continent.

* * *

F. H. Flint, late advertising manager of the Winnipeg *Saturday Post*, has just taken charge of the advertising department of the Winnipeg *Telegram*. Mr. Flint has had a large experience in the advertising world both in Eastern and Western Canada. At one time he was a practical newspaper printer, working at the trade on some of the largest papers in Canada and the United States. Of late he has directed the advertising departments of several of Western Canada and Ontario dailies.

* * *

The Sarnia *Daily Observer* and the *Weekly Canadian* have been purchased and merged by a new company consisting of Leslie Macadams of the Canadian Printing Co., president; Andrew D. McKenzie, late of the St. Thomas *Times*, vice-president and managing director; and W. M. Lowrie, late of the Petrolia *Topic*. This amalgamation will make Sarnia a one-paper town. For some years there was a third paper in Sarnia—the *Post*, but it ceased publication some time ago. On his depature for Sarnia the business men of St. Thomas, where he was business manager of the *Times*, presented Mr. McKenzie with a purse of gold. The *Times* editorial department gave him an equipped club bag and the business department a gold handled umbrella. Mr. McKenzie has been connected with the St. Thomas *Times* ever since his youth, having entered its employ as an apprentice shortly before it was disposed of by the late Jonathan Wilkinson. He rapidly worked up to advertising manager and about five years ago was made business manager.

* * *

The Canadian Courier is doing some excellent color printing for a number of back cover advertisers. Quite

There are are 130 daily newspapers published in Canada; but there is only ONE that can REACH and INFLUENCE practically the whole of the 20,000 people of the twin towns of Kitchener and Waterloo. That paper is

The News Record

(Member A.B.C.)

The News Record is delivered by its own carriers every afternoon into 75 per cent. of the homes of the two towns.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

recently it ran an advertisement of Perfection Oil Heaters which in conception, coloring and arrangement was a most striking and attractive composition. Nearly forty back covers have already been disposed of by the *Courier* for 1918.

* * *

The speaker at a recent weekly meeting of the Women's Press Club was Eugene Beaupre, of the advertising department of the T. Eaton Co., Limited, who gave a talk on "Advertising," which was illustrated by living models.

* * *

In the second year of its Tobacco Fund, the Montreal *Gazette* collections amounted to $62,190.66, as compared with $53,878.83 collected in the first year, an increase of $8,311.83. The total amount collected in the two years was $116,069.49.

* * *

Alfred Ward, a member of the Ottawa (Ont.) *Journal Press* staff, was recently presented with a wrist watch upon his leaving to join the British Navy.

* * *

D. S. Curtis has been appointed Toronto manager of the Office Specialty Manufacturing Co., Limited, of Newmarket, Ont. This is the Canadian organization of the Yawman & Erbe Manufacturing Co., Rochester, N.Y. Mr. Curtis was formerly manager of the educational department of Yawman & Erbe.

* * *

A. H. Blight has been appointed eastern manager of *Collier's Weekly*, New York. Mr. Blight will be remembered on this side as the local advertising manager of the Canadian edition of *Collier's* during its lifetime.

* * *

The School of Commerce and Administration of The University of Chicago, has invited Bowes Co., Limited, Toronto, publishers of *Bowes Arrows* to co-operate with it by placing the school on the mailing list to receive the paper regularly.

R. H. Davis, former publisher of the St. Mary's *Argus*, has purchased the Uxbridge (Ont.) *Times*.

* * *

Several important changes were made in the editorial staff of the Toronto *World* recently: H. M. Mosdell, M.D., formerly of the *Star*, St. John's, Nfld., where he was managing editor, is occupying the desk of news editor. Wm. Logan, formerly with the Toronto *News*, is now city editor; while J. Harry Smith, has been transferred from the city editor's desk to that of the editor of the Sunday edition. C. Langton Clarke, for seventeen years telegraph editor of the Toronto *Mail and Empire*, and more recently manager of Canadian Press, Limited, is now the telegraph editor of the *World*, having succeeded Harry Bretz, who is now financial editor. Nelson Wilkinson, managing editor, anticipates that the *World* will be greatly benefited by this infusion of new blood and the consequent readjustment of his forces.

ARE YOU WATCHING

WINDSOR

and Border Cities Grow ?

Population Now 40,000

The Evening Record

Only Canadian Daily Within Fifty Miles.

Circulation, Oct., 9,856

RATES (Plate)

Under 1,000 lines - -	3½
Over 1,000 " - -	2¾
" 5,000 " - -	2½
" 10,000 " - -	2¼

JOHN A. McKAY, Publisher

Saskatchewan has a Big Portion of $700,000,000 to Spend this Year.

An abundant crop yield, selling at high prices, has given an impetus to spending without parallel in the history of the West. And nowhere is this condition more evident than in Moose Jaw, the banner town of a banner province. Through the medium of

The Daily News

Moose Jaw

the manufacturer is able to cover not only the city itself but also the wealthy farmers of the surrounding country. Situated on the main line of the C.P.R. and also the G.T.P. and C.N.R., Moose Jaw stands in the centre of a rich wheat growing district. Its local pay roll is more than $250,000 monthly; the value of its local manufactories in 1916 was $738,818.00. Bank clearings for week ending Nov. 8, 1917, showed Moose Jaw to have $2,297,368, or a gain of 51.6 per cent. over last year. There's money in Moose Jaw, and if you have the goods to back up your talk you will get your share.

For rates and information inquire at any advertising agency, or address

The News Publishing Co., Limited, Moose Jaw, Saskatchewan.

A CASE FOR THE VIGILANCE COMMITTEE?

Toronto, November 17th, 1917.
Editor ECONOMIC ADVERTISING:

Sir,—There has been appearing in the "situations vacant" column of a Toronto paper for several months past an alluring and somewhat picturesque advertisement which reads as follows:

> WANTED — ADVERTISEMENT WRITERS and managers; the demand is greater than the supply; we have had four requests recently for copy writers and managers for large firms, but we couldn't fill the vacancies; salaries range from $50 to $100 per week; here is your opportunity to enter the biggest and best paid profession; get particulars of our home study course. Address, Dept. B., Shaw Correspondence School, 395 Yonge street, Toronto.

Do you not think it is about time that the committee on "Truth in Advertising" of the Toronto Ad Club took some official notice of this announcement, which, I submit, is both illusive and misleading, not to make use of stronger terms. In calling your attention to this matter it is not a case of "sour grapes," for I am not and never have been in the advertising profession, but I know something of its opportunities, difficulties and limitations.

To say that the demand for ad writers is greater than the supply is presenting a statement which is far from being correct. There are many able, experienced and thoroughly trained persons who are on the look-out for positions. I know several reputable firms, who, in response to one or two insertions of "position vacant" in this line, have received numerous applicants. No one had the effrontery to ask fifty dollars, and yet this figure, according to the foregoing announcement, is the minimum wage.

I would like the advertiser to furnish a list of the ad writers in Toronto or any other Canadian city who are in receipt of fifty dollars a week and up. They can be counted on the fingers of the hand, and the unsophisticated reader is apt to conclude that this remuneration is quite common, and that only a few weeks' study is required to step out fully qualified into such a high salaried post. The easily influenced are led to believe there are vacancies galore.

You will observe that I am referring to ad writers and not to managers. True, there are a number of the latter profession earning big money, but they have not just emerged from a correspondence school or a business college and landed in their present comfortable berths. They have won their way to the front in the hard, trying grind of experience and have generally started at the foot of the ladder. To suggest that by entering any school or by pursuing a home study course (no mention being made of even a basic foundation of a liberal education upon which to build) that every Tom, Dick or Harry, Susan, Sadie or Jane, who hands over a few dollars for tuition can, within a few weeks, be transformed into a capable, skilled and talented ad writer, appears to be stretching the truth as well as the imagination to the utmost limit.

Then to think of the infinite delight of launching out at fifty dollars a week—no less, mind you—and have so many firms clamoring for your services—literally bidding against one another to engage you—presents an enticing proposition about which it is really worth while writing home. But the fact is the salaries named for ad writers are not paid to raw recruits in the profession; and as for the demand being greater than the supply, the reverse more accurately represents the actual state of affairs.

I contend, Mr. Editor, it is time that such extravagant and exaggerated statements appearing daily in this and similar announcements should, in the interest of truth and honesty, be investigated and eliminated. They tend to build up false hopes in the mind of the uninitiated and lead later to bitter disappointment and resentment in the unromantic and practical school of daily experience

Yours sincerely,
CANDOUR.

A. OF C. A. CONVENTION

WHAT was probably one of the best attended and most enthusiastic annual meetings in the history of the Association of Canadian Advertisers was held in the Hotel Connaught, Hamilton, on Thursday and Friday, November 8th and 9th.

Thursday morning was devoted to the transaction of routine business, of which the most enlightening feature was the reading of the secretary's report. This showed that since the last annual meeting the membership had increased by 25 per cent. Seventy-five national advertisers are now represented by the Association. It is proposed by a special effort to increase this number to 100. So far as proportionate representation goes, it is said that the Association has now about double the membership of the Association of Advertisers in the United States, which is regarded as a representative body. The subject of charitable and other miscellaneous publicities was also dealt with by the secretary in the report, wherein it was shown that the work of the investigating committee had been the means of saving many thousands of dollars to the members during the past twelve months.

The encouraging statement was made by the Circulation and Rates Committee that 1,525,000 out of a combined total of 1,950,000 daily newspaper circulation is now being audited, while an even larger proportion of the circulation of the magazines and farm journals is verified by audit. The subject of circulation methods and subscription prices was also entered into at length. Attention was particularly directed by the report to the low subscription prices and extravagant circulation schemes in vogue today in consequence of which the advertiser is paying for inflated circulation which is very little use to him.

Facts and figures were quoted in support of this contention. For example, it was pointed out that for the 1,000,000 English-speaking homes in Canada there is approximately 1,750,000 daily newspaper circulation. Allowing for rural and other homes which get no daily newspaper or only one paper a day, it seemed there must be an astonishing number of homes which get two or three or more papers daily. The members were invited to express their opinions on a condition which forced them to pay high rates for circulation inflated by elaborate and wasteful voting contests, premiums, etc., which often resulted in increased expense and loss of revenue to the publisher and secured no compensating advantage to the advertiser. In the discussion which followed the members expressed in vigorous terms their disapproval of the methods which sought circulation except on the editorial merit of the publication. It was decided finally that members should be kept informed as to the efforts which might be made by the publishers to increase their respective circulations by other than sound methods. Agency relations, outdoor advertising and sales managers committees were topics which provoked much spirited and thoughtful discussion.

At noon the delegates of the convention were the guests of the Hamilton Advertising Club at luncheon, while the Hamilton Advertising Club attended the dinner in the evening at which the chief speaker was Dr. Cramp, of the American Medical Association, Chicago. In a pointed and illuminating address, free from affectation or cant, he attempted to show what really constituted legitimate and illegitimate medical advertising. One unusual idea evolved was that ordinary patent medicine advertising which relied upon a catalog of symptoms to frighten the gullible reader, really sent as many victims to the physician as it claimed for itself. "This in itself," said Dr.

Cramp, "is an evidence that in going after the vendors or quack prescriptions, the medical fraternity are not actuated by selfish or unworthy motives."

Instances were cited where certain propagators of many well-known "cures" had been run to earth, convicted and finally sent to prison, as a result of the vigilance of the Medical Association. The ability of the advertisers of so-called cures to procure testimonials with which to back up their truly marvellous claims was illustrated in a manner that evoked hearty laughter. One concoction, which had enjoyed a wide popularity, sold at $5.00 a bottle and was composed of a little sugar, a pinch of salt, and hydrant water. There was also a class of pseudo-scientific sharps, whose gold-fish bowl and woven wire treatment the speaker alluded to as the "gas-pipe school of therapeutics."

During the course of his address, which was followed with the closest attention, the doctor illustrated his points with full page and other advertisements taken from the American newspapers. "Give nature a chance," he said, "and in perhaps eight cases out of ten the patient will get well; the reason why the patent medicine advertisers grow rich is because the ordinary person does not realize this, but the moment they feel the least bit unwell, they immediately think they ought to take something or do something for it." The speaker concluded his remarks with an exhortation to the members to exert their influence in the direction of keeping the news columns of the press free from objectionable advertising, and thus by raising the standard of advertising in general they would eventually increase the chances of their own success in particular.

The session on Friday was given over to an exhibition of industrial and advertising motion pictures followed by a discussion of their merits as an advertising medium.

In the afternoon a round table discussion was held on a long list of advertising and rate topics, having to do with the attitude of members toward special editions of daily and trade papers—particularly the regular spring and fall editions of certain papers; of the extent of the agency's service to the advertiser; of the advisability of continuing to advertise when demand exceeded production; of the methods by which an advertising appropriation may be determined. The sales topics covered chiefly the cost of getting business, and the means to be pursued for lessening it; and the manner in which the sales department can be made to co-operate most advantageously with the advertising department.

Previous to the round table discussions, the election of officers and directors for the ensuing year was held and resulted as follows: President, W. M. Mackay, Lever Brothers, Limited, Toronto; Vice-President, W. C. Betts, S. Davis & Sons, Limited, Montreal; Treasurer, J. R. Kirkpatrick, E. W. Gillett Co., Limited, Toronto; Directors—B. H. Bramble, Goodyear Tire and Rubber Co., of Canada, Limited, Toronto; G. H. Cambell, T. H. Estabrooks Co., Limited, Toronto; R. P. Smith, Wm. Neilson, Limited, Toronto; E. Doremus, Dominion Cartridge Co., Limited, Montreal; J. F. Rhodes, Canada Cement Co., Limited, Montreal; L. R. Greene, Tuckett Tobacco Co., Limited, Hamilton; Secretary, W. A. Lydiatt, 53 Yonge St., Toronto.

C. H. Yalden, of the copy service department of the Hugh C. MacLean Publishing Co., Toronto, has joined the 71st Battery now stationed at the Exhibition Grounds, Toronto.

B. C. Carroll, formerly of the advertising department of *Everywoman's World*, has joined the copy staff of the Hamilton Advertisers' Agency, Hamilton, Ontario.

The Ford Motor Co., through the agency of McConnell & Fergusson, Limited, London, Ont., will begin a Canadian advertising campaign next month on the Ford Truck. Copy and contracts are to be placed direct by the company, but the bills will go direct to, and will be paid by, the dealers.

ANNOUNCING

CANADA WEEKLY

FORMERLY CANADA MONTHLY ESTABLISHED 1906

Beginning about the middle of December, Canada Monthly will be published once a week under the name CANADA WEEKLY.

For eleven years Canada Monthly has given to its readers of the very best in Canadian thought and literature. It has been a magazine by Canadians for Canadians, and among its contributors are many writers now well known, whose first work appeared in its pages.

It has now seemed advisable to increase its usefulness by meeting weekly instead of monthly its old friends and the thousands of new ones which it plans to make. We believe that there is a field for a truly national weekly devoted entirely to Canada and which will express her thought and ideals, and at the same time have a national distribution in the broadest sense of the word. To that end Mr. Ernest H. Lawson has been elected Secretary and Business Manager of Vanderhoof, Scott & Company, Limited, the publishers.

Mr. Lawson's record in building up the circulation of magazines in Canada is unsurpassed in the publishing field. He was formerly Canadian manager of The Saturday Evening Post and The Ladies' Home Journal and, until his recent resignation, circulation manager and assistant general manager of Everywoman's World.

CANADA WEEKLY will be a man's magazine in which national problems will be discussed in a broad way by the best writers obtainable. Its fiction features will be the strongest that money can buy and will include stories by many authors whose names have created Canada Monthly's reputation for good fiction. Among the latter are: Emerson Hough, Arthur Stringer, Hopkins Moorehouse, Janey Canuck, Isabel Ecclestone Mackay, Jean Blewitt, W. Lacey Amy, Forest Crissey, Edwin Balmer, Madge Macbeth, Robert J. C. Stead.

To the advertiser CANADA WEEKLY will provide a medium of peculiar value, in that its circulation will be distributed evenly from coast to coast in every one of the 280 cities and towns and the 9,000 post offices of the Dominion.

A.B.C. Audit of circulation will be applied for.
The price of the magazine will be 5 cents a copy or by subscription $1.50 a year.

VANDERHOOF, SCOTT & COMPANY, LIMITED

TORONTO, ONTARIO, CANADA

Pushing a New Brand Into a Crowded Market

Three years ago one of our clients asked us for advice regarding the possible success of a sales and advertising campaign for a product of universal use, which would have the strongest kind of competition. To all appearances the field was thoroughly covered by at least a dozen manufacturers' products intended for the same purpose.

Investigation proved that this client's article was superior in some respects to the others, but the problem was to convince the public — the consumer — of its superiority. The article was perfected to the last degree, and in the meantime a Dominion-wide analysis of the market for this product was made and a sales plan and campaign of advertising was mapped out.

Last November this client's first advertising for this particular article appeared. Today, at the end of one year, he has nation-wide distribution. Not only is every store available to this manufacturer's needs, carrying his article, but more than fifty per cent. of the professional men who might prescribe the use of the article have given their endorsation to it.

More than this—the last eight months of advertising for this client has been such that this new product has been made to carry his other lines and show increased sales.
Perhaps you have a problem similar to this. Perhaps an analysis of your sales troubles by our specialists would be the means of eliminating an unfavorable condition.

Ask us to tell you more about this client and many others whose accounts we are handling successfully.

"*Ask those we serve.*"

Canadian Advertising Agency Limited

R. S. Muller, General Manager

Unity Building **Montreal**

Your 1918 Advertising

If, in November or December, you make up the schedule for your 1918 advertising be sure to include The Toronto Daily and Sunday World.

In the Daily World you get a bright, popular, clean morning paper; in the Sunday World, a high-class five-cent weekly paper, with a larger total circulation than any other Ontario publication —morning, evening or weekly. Both papers have splendid reputations for producing results.

The combination contract gives Sunday World advertising at Daily World Rates. Your favorite advertising agency will give you particulars, or write direct.

The Toronto World

Toronto

Also Publishing
CANADIAN COURIER
The National Weekly
CANADIAN FARM YEAR BOOK
The Farmer's Encyclopaedia

Cable Address: FARCOUR
Telephone: Adelaide 2744

Canadian Farm

A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION
181 SIMCOE ST. TORONTO

MR. ADVERTISER IN CANADA:—

Dear Sir,

You are in a hurry—we are all hurrying these days—and yet I have a story to tell you.

Here it is:

CANADIAN FARM Subscribers, 1916, **20,000**
CANADIAN FARM Subscribers, 1917, **24,000**

Why the increase?

SERVICE did it—CANADIAN FARM service.

Each subscriber receives two Market Reports a week. CANADIAN FARM readers make money.

YOU CAN USE IT.

Yours truly,
CANADIAN FARM,
George M. Bertram,
Managing Director.

Advertising rates based on a circulation guarantee proved by A.B.C. audit.

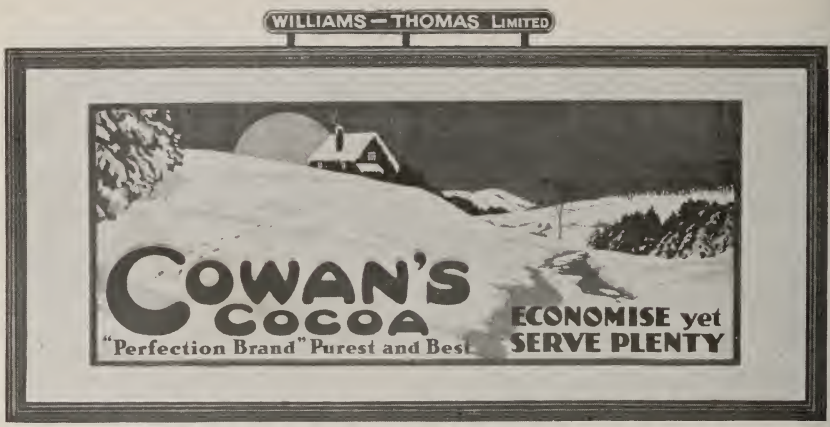
Economic Advertising

A Monthly Magazine of Canadian Advertising

Christmas: 1917

It is, indeed, the season of regenerated feeling—the season for kindling, not merely the fire of hospitality in the hall, but the genial flame of charity in the heart—*Irving*

Another New Poster!



THE above is a reproduction of the beautiful new COWAN poster designed by Mr. L. L. Berry, advertising manager.

The Cowan Company, the largest manufacturers of Cocoa in Canada, have for years been among our largest poster advertisers. They believe in frequent change of copy, and each year find an increase in their wonderful business, in the development of which posters have played no small part.

Let us show you what Poster Advertising can do for your product.

POSTER ADVERTISING ASSOCIATION OF CANADA

W. W. SCANE, SECRETARY, CHATHAM

OFFICIAL REPRESENTATIVES

Canadian Poster Company - Lewis Building, Montreal, Que.
Harry Duker, Limited - - - - Vancouver, B.C.
A. R. Kent - - - 804 Kent Building, Toronto, Ont.
London Bill Posting Agency - - - London, Ont.
The Lindsay-Walker Co., Limited - - Winnipeg, Man.
E. L. Ruddy Co. - - 11 Wellington St. East, Toronto, Ont.
Wadsworth-Nathanson Co., 501 C.P.R. Building, Toronto, Ont.

Colors for Selling Goods

THE advantage of colors for selling goods is perhaps best understood and appreciated by the big Mail Order Houses, which, as you have observed, use it freely—expense regardless—in their catalogues.

> *One big Mail Order House reports business as 5 to 1 from color pages as against black and white. The advantage is as great in magazine advertising.*

USUAL color positions in EVERYWOMAN'S WORLD are practically all sold for 1918, and we have orders for more. So we are making available twenty-four additional pages to accommodate the demand. Six of these insert pages in colors are already taken. Enquire forthwith if you are interested in securing reservations on the open schedule still available.

EVERYWOMAN'S WORLD, now well into its fifth year, has become stabilized solidly into the favor of Canadian home people everywhere, absolutely uniformly distributed throughout the Dominion. Its subscription list numbers in excess of 110,000 homes, where it is bought at $1.50 the year, or at 15 cents a copy.

THE rate for three colors is: 4th cover, $1,125; 2nd and 3rd covers, $900; inserts in three colors, $1,000 a page. A fourth color, where desired, is extra by $200 a page.

The rate for black and white space is 85 cents a line flat.

CONTINENTAL PUBLISHING CO., LIMITED

TORONTO

Publishers also of RURAL CANADA, Canada's Great Farm Magazine.

A Campaign's Back-bone

ALL campaigns should have a broad base or back-line. From this basis or back-line all operations of attack or strategy should proceed. This broad base or back-line, for national advertisers, is the nationally circulated magazine of the family type. A sound and ample campaign in a good magazine, or group of magazines, prepares the way for local newspaper campaigns, for direct-by-mail campaigns, and for all other sales efforts. And if the appropriation does not permit of the employment of many factors of influence or sale, then use magazines for economy and efficiency in combination.

The life of magazine advertising makes it cheap. Magazine advertising lives quite 30 days. Also the tendency to pass magazines from person to person, and from family to family, adds to and prolongs the influence of magazine advertising.

How to Use Magazines: Begin, first of all, with the best and most useful magazine reaching your probable buyers. Use this medium in full strength—with as bold and strong copy as you can afford in order to secure dominancy. Use this one medium for every month of your selling season—for all the year if your selling is perennial. Then proceed to take up the next best medium and use it similarly. And pursue this principle until your appropriation is exhausted.

MACLEAN'S MAGAZINE

In Canada for 1918

MACLEAN'S MAGAZINE is easily and indisputably Conada's principal magazine of the general or family type. Both in its character and in the extent and quality of its circulation it stands pre-eminent. Its circulation has more than doubled in the last 15 months. We are printing and distributing 55,000 copies monthly. The A.B.C. audit guarantee is 40,000. The circulation of **MacLean's** is an open book. We give you exact paid-in-advance figures for every province, county, town or city, or post office. You buy no blind circulation when you buy **MacLean's** circulation.

Ask us to submit a definite programme and plan for your 1918 advertising. Let us co-operate with you in devising this plan and in suggesting the right style and size of copy to use. It will surprise you to learn what can be accomplished in the matter of all-the-year-round and dominant publicity for $750-$1,500. We would like to show you how **MacLean's** influences dealers, and how its influence is local as well as national. Put it up to us to make good our argument for making **MacLean's Magazine** the base and back-line of public advertising.

The MacLean Publishing Company, Limited

143-153 University Avenue, Toronto

ALSO AT MONTREAL, WINNIPEG, NEW YORK, CHICAGO, BOSTON AND LONDON, ENG.

ECONOMIC ADVERTISING

VOLUME X TORONTO NUMBER 12

DECEMBER 1917

THE ORGANIZATION OF RESOURCES COMMITTEE 3
By S. B. McCready

GOING AFTER NEW BUSINESS 4
By William G. Colgate

THE EDITORIAL POINT OF VIEW 16, 17
Season's Greetings—Why Not a Two-cent Piece?—Naming the New Product—Color Advertising in Canada

THE VALUE OF COLOR 19
By E. E. M.

THE OUTLOOK IN SASKATCHEWAN 22
By Gerald Graham

RECENT ADS—GOOD AND OTHERWISE 29

MEN AND MEDIA 25

AD CLUB DOINGS 32

Economic Advertising is issued on the tenth of each month. Copy and cuts for advertisements should be received not later than the first of the month preceding date of publication. Advertising rates and additional information will be submitted on application. Address all communications to the publishers, Norris-Patterson, Mail Building, Toronto, Ontario, Canada.

On Making

COLOR PLATES

LONG before color advertising had attained the vogue it has to-day in Canada Brigdens (then the Toronto Engraving Co.) were the recognized headquarters for anyone who had color engraving and printing to do.

And we have never impaired, we believe, that reputation which we have tried so hard to deserve. Step by step we have advanced with the invention of new processes, and improved ways of doing things, until now we enjoy facilities for turning out color plates second to none on the continent.

That is why your pressman greets a Brigden plate with a friendly smile. He knows that his time on make-ready will be shortened materially. He knows also that he will not have to sit with his chin on his hands wondering how he is going to make the plates register. For Brigdens' plates fit exactly. They save time on make-ready because they are made right to a hair's breadth.

You'll hardly need to be told then that much of the good color printing seen to-day in the magazines, such as "Magic Baking Powder" for instance, had its origin in the Brigden studio and shops.

When you have a color problem to solve, put it up to Brigdens.

Phone Main 5-6-4-2. Local or long distance.

Brigdens Limited

Artists—Engravers—Printers

160-164 Richmond Street West
Toronto

VOLUME X DECEMBER, 1917 NUMBER 12

Economic Advertising

A Monthly Magazine of Canadian Advertising

THE ORGANIZATION OF RESOURCES COMMITTEE

SOMETHING OF ITS COMPOSITION, ITS ACCOMPLISHMENTS AND ITS PRESENT PROGRAMME

By S. B. McCREADY,
Assistant Secretary of the Organization of Resources Committee

THE Organization of Resources Committee was created by an Act of the Provincial Legislature in April, 1916. At that time it consisted only of members of the Legislature, about equal numbers from each side of the House. In February, 1917, the Act was amended to permit of the appointment of men representative of financial, agricultural and manufacturing interests outside of the House. Another amendment authorized the appointment of an Executive Committee empowered to act for the whole Committee and to carry out the objects of the Act. Much of the work has been carried out by this Executive.

The Committee was made up as follows: Chairman, Sir John S. Hendrie, Lieutenant-Governor; Vice-chairman, Sir William H. Hearst, Prime Minister, and N. W. Rowell, Leader of the Opposition; Secretary, Albert H. Abbott; T. W. McGarry, G. H. Ferguson and W. D. McPherson, members of the Provincial Cabinet; C. M. Bowman, G. A. Gillespie, S. Ducharme and Forbes Godfrey, members of the Legislative Assembly; W. J. Bell, Sudbury; William Woolatt, Walkerville; Fred Cook, Ottawa; Arthur Little, London; William Dryden, Brooklin; Walter Rollo, Hamilton; G. C. Creelman, Guelph; Hon. Henry W. Richardson, Kingston, and N. Somerville, J. W. Woods, M. J. Haney, W. A. Riddell, W. E. Rundle and W. H. Shapley, of Toronto.

In a measure the Committee has acted as a war-time "Effici-

ency Board" for the province. Party concerns have had no place in its activities. There has been hearty co-operation from both sides. The best thing to do to secure Ontario's best participation in the war has been the determining principle of action.

The Committee has its headquarters in the Parliament Buildings which enables it to keep in close touch with members of the ds of departments of the Government that are on the Committee. A great deal of work is done through its Executive Committee. This is composed largely of business men, who can be brought together readily. Sub-Committees have been appointed to deal with special matters, such as the question of securing fish supplies for the province, the increased production of poultry, and the securing of thrift and economy. The Executive reports at a meeting of the General Committee about once a month. Much of the work is in the nature of co-operation with Government Departments.

The Act sets forth the objects of the Committee as follows:

"To aid in securing the conservation, utilization and organization of the resources of Ontario for the successful prosecution of the war, and to secure the maintaining and increasing of the agricultural and industrial production of Ontario and the better development of the natural and other resources of the province during the war and thereafter."

In some respects the purposes of the Committee have been misunderstood. Most of its activities have been along patriotic lines, such as stimulating interest in food production and food saving. There has been no

THE

Organization of Resources Committee

PROVINCE OF ONTARIO

Created by Act of the Legislature, April, 1916.

CIRCULAR No. 6.

September, 1917.

THE C. P. S. CALL

CONSERVE! PRODUCE! SAVE!

IS YOUR COMMUNITY ORGANIZED?

TO CONSERVE FOOD
TO PRODUCE FOOD
TO SAVE MONEY
TO DEVELOP ITS RESOURCES

LOCAL COMMITTEES WANTED

The Organization of Resources Committee wishes to have in every Municipality in the Province a representative Branch Committee of public-spirited citizens. It does not aim to set up any new organizations, however, but to co-operate with those already formed, such as War Production Clubs, Gardening Leagues, Farm Help Committees, Savings Clubs, Potato-Growing Associations, Preparedness Leagues, War Auxiliaries, Patriotic Leagues, Red Cross Societies, Women's Institutes, Farmers' Clubs, etc.

ORGANIZE AND CO-OPERATE

Let us know what you are doing! Let us help you if we can! Ontario has still much to do! The war is not yet won; and we must get ready for after-the-war days!

Address:
ORGANIZATION OF RESOURCES COMMITTEE,
Parliament Buildings, Toronto.

TORONTO:
Printed and Published by A. T. WILGRESS, Printer to the King's Most Excellent Majesty
1917

development of our material resources as yet. If the Committee becomes a permanent organization, undoubtedly it will find large fields of usefulness in such a service after the war. There is no doubt, either, that a non-partisan committee such as this can carry public support for undertakings that a partisan government or department of a government would have difficulty in doing. Such a Committee has the force of a Union Government.

For the past six months the Committee has been very active in promoting increased food production. Realizing the great seriousness of the food situation, especially after the German submarine campaign became threatening, the pamphlet, "The Crisis," was issued and widely distributed. At the same time a publicity campaign was carried on by advertising in the provincial press, appealing to ministers, teachers, municipal authorities, and all patriotic organizations. As a result of this, the activity of the Department of Agriculture, and the appeal made through the press during the winter months, there has been a great increase in the acreage of spring grains, as well as in gardening in village, town and city. The value of the crops of the province this year is estimated at $300,000,000.00, a great increase over other years. The figures submitted herewith, compiled by the Department of Agriculture, will indicate how much the increase has been—this in spite of greatly reduced man-power on the farms.

REMARKABLE INCREASE IN ACREAGE

Spring Wheat	38,654 acres
Barley	23,412 "
Oats	73,593 "
Mixed Grains	29,607 "
Rye	15,161 "
Peas	5,220 "
Beans	60,786 "
Hay and Clover, Alfalfa	11,544 "
Buckwheat	75,743 "
Husking Corn	603 "
Silage Corn	71,918 "
Potatoes	6,958 "
Mangles	6,355 "
Sugar Beets	357 "
Carrots	529 "
Turnips	1,364 "

These increases more than offset the decrease in fall wheat. The returns for this crop show 118,921 acres less in 1917 than in 1916. The increase in spring wheat alone makes up for one-third of this serious shrinkage. One of the most remarkable increases is that of beans—60,786 acres. This crop was grown this year in scores of new places in the province.

During the spring, in co-operation with the Trades and Labor Branch and the Department of Education, a campaign was carried on to secure High School boys' and girls' help on the farms. This was very successful; over five thousand were sent out. For this service certain examination exemptions were allowed by the Department of Education. The interest of the pupils in the High Schools was stimulated by an essay competition that was participated in by nearly two

hundred schools. Thousands of pupils wrote essays. In many schools every pupil was required to write on the subject.

THE HARVEST HELP CAMPAIGN

In the month of July another critical situation became apparent. Owing to the backward weather, our farmers had been hindered in their haying operations, nor could they get ahead with the cultivation of their hoed crops. With the grain ripening fast, there was danger of much loss. In the emergency, another strong appeal was made to the people of the towns and cities to volunteer help, and a wide publicity campaign was organized. Manufacturers and municipal authorities were appealed to, use was made of the pulpits, as well as the press, and as a result more than ten thousand helpers were sent out, and the harvest was well saved. This was in addition to the organized help of more than five thousand of our High School boys and girls and about twelve hundred college women.

PATRIOTIC
FOOD PRODUCTION

A. W LAWRENCE
Secr'y

W J THOMPSON
Chairman

COMMITTEE—
Mayor Crawford
Alderman Fawcett
A W Lawrence
A S Smith
J W Curran
W J Thompson

Sault Ste. Marie, April 12, 1917.

Dear Sir:

In accordance with your request, Lot No 24
on ... River ... Street
..... Parkview ... Subdivision
has been allotted to you for Patriotic production for the season of 1917 You will sign the enclosed form and return to the secretary by return mail. This is important; do not neglect it. Hoping you will be well rewarded with a good garden for your effort.

A.W. Lawrence
Secretary

WOMEN'S AUXILIARY TO THE ORGANIZATION OF RESOURCES

In the months of September and October the Organization of Resources Committee co-operated with the Food Controller of Canada in securing the signature of food pledge cards. This was worked out in co-operation with the Women's Institutes, which are a branch of the Department of Agriculture. To initiate the undertaking, a large representative gathering of women from all over the province was brought together in Toronto for a three days' conference. From this developed the Women's Auxiliary of the Organization of Resources Committee. The work of this Auxiliary is in charge of a special executive consisting of several prominent women.

The Executive Committee has been organized with members living at or nearby Toronto so

that meetings may be readily arranged. The other members of the General Committee represent all parts of the province, east, west, north and central.

BRITISH RED CROSS CAMPAIGNS

In addition to these activities the organization has been used in campaigning for the British Red Cross. It may not be generally known that Ontario's contributions to this fund have been outstanding in the British Empire. Last year the Organization of Resources Committee handled the campaign and was instrumental in securing $1,680,000. The 1917 canvass promises to exceed this.

The services of the Committee have been used, too, in the Victory Loan campaign.

THE WORK FOR 1918

In a full realization of the seriousness of the food situation confronting Britain and her Allies, the Committee is making plans for next season. It is hoped that before many months have passed there will be a local Committee in every community in the province. Field secretaries are at work organizing. Organization, co-operation and enthusiasm are needed in the great cause. The "C. P. S. Call" has been issued and widely distributed.

Food Conservation

Having expressed your intention to observe the instructions of the Food Controller, you are asked to answer the following questions, in order that the Conservation Committee may take steps to facilitate the carrying out of these instructions

1. How many loaves of Bread do you use weekly? Five
2. How many loaves of War Bread will you use per week? Three
3. What quantity of War Flour will you use? Five pounds
4. What Baker do you deal with? John Doe
5. Will you serve Potatoes at all meals, or how often? Will use them times a day as a rule
6. Will you substitute Fish for meat on at least one day in the week? yes, when I can get it

Name Mrs J. Smith

Street Number 100 Queen Street

The need of a public storage place for vegetables during the winter has been brought to the attention of the Conservation Committee, who will endeavor to provide a storage place if there is any considerable public demand for it

If you require such accommodation, kindly sign this card

Name Have sufficient accommodation

Street Number for ourselves and some to spare

Return to A. F. A. MALCOMSON, King Block, Barrie.

A NEW WINNIPEG AGENCY

A. J. Massie has resigned from the staff of the Winnipeg office of A. McKim, Limited, to establish the A. J. Massie, Limited, general advertising agency. Before going to Winnipeg, Mr. Massie was for five years with the Toronto *Globe*. From 1907 until 1913 he was with the Winnipeg *Telegram*. In that year he went with the *Free Press* and acted as advertising manager prior to 1915, when he joined the McKim Winnipeg office.

Some Sound Reasons Why

The Canadian Home Journal

Should Have a Place On Your List.

ONE unfailing standard by which the success of a publication, as with any other enterprise, can be gauged is by the amount of business it secures. Judged on this basis, then, the increase of 5,100 lines in the December issue of the CANADIAN HOME JOURNAL over the same period last year says much for its ability to get returns for its advertisers.

THIS showing is all the more conclusive when we consider that it includes no government or similar advertising. Nor does it include any advertising of a medical, premium, or otherwise questionable nature. On the other hand, it is made up entirely of space taken by business firms of the highest standing with whom other concerns of like character are glad to be associated in advertising and who are quite competent to estimate advertising values.

YOU are now preparing, or about to prepare, your plans and lists for 1918. Don't you think that the HOME JOURNAL, in view of its rapidly increasing constituency, in view of its ability to hold its advertisers year after year, in view of the responsiveness of its readers, ought to have a place on your lists?

AS is usual, we will not place our January issue in the mails until such time as it will reach our readers immediately after the holiday period. In other words, January 2nd will be the date upon which most of our subscribers will receive their copies. So you can see that any copy you will run will not reach our readers during the period when anything else will be attracting their attention.

Write for and read our analyses of circulation and of "Who's Who," both of which will tell you more about the character and influence of the CANADIAN HOME JOURNAL than anything we can say here.

THE CANADIAN HOME JOURNAL

WILLIAM G. ROOK, *President.*

71-81 RICHMOND ST. WEST, TORONTO

GOING AFTER NEW BUSINESS

By WILLIAM G. COLGATE

BASED ON AN INTERVIEW WITH GEO. W. ALLAN, ADVERTISING MANAGER OF THE CONSUMERS' GAS COMPANY, TORONTO, CANADA

WHEN a salesman of the New Business Department of the Consumers' Gas Co., Toronto, goes to a prospect's house or office, he takes along a portfolio of photographs and a number of booklets. The photographs illustrate the article in which the enquirer may be interested, while the booklet explains its features and general utility. Why a number of booklets, why not just one large one containing all the information needed? Because the company has found it more economical to issue a specific booklet for each class of appliance, than to supply its prospects with a complete catalogue of its complete line. In addition to this, the company's outside salesmen carry a loose-leaf catalogue which is revised weekly, so that they may be in a position to answer intelligently, and at once, any question concerning any article carried in stock. Often, however, the prospect, instead of ordering from the salesman at the door, prefers to call at the company's showrooms where a display of the actual stock and the advice of courteous and trained salesmen combine to assist her in arriving at a satisfactory selection. Since the result is the same in either case, the outdoor salesman gets credit for his share in the transaction. Should a canvasser find time on his hands after interviewing his list of prospects for the day, he is expected to begin a house or store to store canvass in search of new business. Daily building reports are also made use of, and inquiries whether by mail or telephone are systematically and persistently followed up.

Doubtless another important factor that has helped the company to make sales is that every appliance in stock is sold upon the easy payment plan. Payments are divided into installments, and are added monthly to the customer's lighting bill until the article is paid for. No gas bill will be receipted, or a discount granted, unless the monthly installment is included. This precaution prevents a customer from getting in arrears, and helps wonderfully in keeping bad debts off the company's books. Therefore, the company finds it pays, and pays well, to sell its goods on the easy payment plan, principally because, we may suppose, every new appliance sold means an extra consumption of gas, and also because the power to enforce

$79.00
$73.75
$31.00
$53.50
$18.00
$42.25
-GAS-RANGE-WEEK-
Gas Range Week Specials
Gas Range Week Specials
SPECIAL OFFER
We will connect all ranges sold during Gas Range Week to gas pipe, and run vent pipe to chimney, provided the gas pipe and chimney outlets are in same room. Gas Range Week commences Monday, April 30th, 1917.
Special To The Ladies
Ladies are cordially invited to our showrooms during Gas Range Week, where tea and samples of the foods prepared by our demonstrator will be served. Copies of the recipes of foods being prepared will also be given FREE. Come in and try some of the dishes, and learn how to prepare them.
Special Free Contest
Three Hundred Dollars in Prizes to be Given Away. See Particulars in Other Advertisements, or Call at Showrooms for Leaflet.
Buy Your Gas Range Now and Take Advantage of Present Prices and Free Installation Offer
The Consumers' Gas Company
Showrooms: 12-14 Adelaide Street West
Open From 8.30 a.m. to 9.00 p.m. Telephone
Adelaide 2180

A newspaper announcement of a gas range competition. The names of the prize winners were published later. Women were invited to the Company's showrooms where tea and samples of foods cooked by the Company's demonstrator were served to visitors who were shown how to prepare them. These special cooking demonstrations were held daily during "Gas Range Week."

payment lies so completely within its own hands. But the company never abuses its power, rather it seeks in every possible way to conciliate its customers, and so earn and retain their good will. Moreover, it practises this policy right from the beginning of a consumer's relations with the company. Every application for a gas meter or a change of address, for example, is recognized by a friendly note expressing the company's appreciation of the application, and offering its services in any further capacity that may be required. With this letter goes an illustrated booklet (envelope size) on household gas appliances pointing out the advantages of enjoying gas service in full. When it is considered that in some cases the number of such requests for gas run as high as 1,400 a month, some idea of the magnitude of the company's opportunity may be imagined.

"One of the principal aims of our advertising and selling effort," said Mr. Allen, "is to educate the public to the character and extent of the service we have to offer. We take pains to let people know that every appliance purchased from us will be inspected and regulated at intervals during each year, without extra charge. Architects and builders are supplied with booklets and pamphlets, illustrating the latest and most approved methods of fitting up homes with modern gas appliances. In addition to this, every application for gas meter is followed up by folders and booklets, describing the latest gas

appliances. This work, too, has brought us valuable results, and naturally we consider it good business."

Somewhat outside the jurisdiction of sales promotion proper and yet in a sense correlated, is the lecture work. This consists of free public addresses before Public and High Schools' classes, men's and women's clubs, the Y.M.C.A. and young people's societies, on *The Story of a Lump of Coal* and *The History, Manufacture and Development of Gas*. Both subjects have been invested with a good deal of popular interest, and in consequence there are requests for these lectures from various public bodies.

Even the service department is not overlooked in the effort to get new business, for every house maintenance man carries with him a circular entitled "Calling on you To-morrow." This is left at a number of homes each day, and is a means of a salesman gaining an interview with the consumer on the following day. The circular among other things outlines the nature and scope of the company's free house lighting inspection service. A modern brick building, centrally located, houses the Maintenance Department, where autos and motorcycles are employed to speed up the calls of the service squad.

All these methods, it may be remarked, are a logical outgrowth of the motto borrowed

---

COMMERCIAL DEPARTMENT

The CONSUMERS' GAS COMPANY of Toronto

Salesroom:
12-14 Adelaide St. West
Phones Main 1933, 1188.

———

We thank you for your application for gas supply to the above address. In turning on the supply of gas for you it is our desire that you obtain the best service possible from the use of gas, and to insure your being numbered amongst our satisfied customers.

For the convenience of our customers we have an appliance showroom, 12-14 Adelaide Street West, where we demonstrate, and have for sale, at reasonable prices, the most up-to-date and economical gas appliances. We also have a free inspection service for the regulation of all gas appliances which may require attention. A phone message or post card notification will receive prompt attention.

Your attention is especially drawn to the New Radiant Gas Fires which have completely revolutionized Fire Place Appliances. We can now guarantee you a safe, odorless and economical fire in several different styles and sizes. Much more heat and at less cost than from a Coal Grate, besides doing away with the dirt, ashes and inconvenience of building a fire.

We trust that your GAS SERVICE will be entirely satisfactory.

Yours very truly,

The Consumers' Gas Company
Commercial Department.

A specimen letter sent out to new subscribers

from Alfred the Great, that, "He who serves best, profits most."

"Has it paid?" asks the cynic. Let the figures tell the story.

In 1909, the year of its inception, the New Business Department employed thirty men, now the staff comprises two hundred and fifty men. In 1910, just seven years ago, the company had 65,349 customers on its books; to-day it has a total of 108,000—more individual consumers for gas than the city has for water. In 1910, the company's output of gas averaged 7,000,000 cubic feet a day; to-day it is approximately 12,000,000 cubic feet a day, an amount equal to the combined daily output of the other forty-five artificial gas companies in Canada. All this, understand, in the face of electric competition, selling current at one-half cent a kilowatt hour to 3 cents a kilowatt hour. Gas in Toronto, by the way, sells at 80 cent net per 1,000 cubic feet. Still some outside gas companies occasionally ask for help against electric competition retailing current as high as 8 cents a kilowatt hour. To such as these and others the history of the Consumers' Gas Co., within the past seven years, ought to be a source of inspiration as well as of suggestion; for surely what the Consumers' Gas Company has accomplished in the face of the most disadvantageous and trying conditions, can be done, no doubt, by any similar organization that has the heart and the courage to profit by its example.

85%

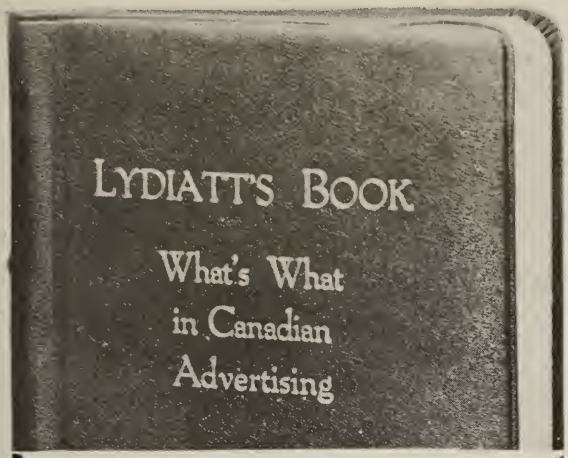
Of the purchasers of autmobiles during the past six months in the City of Vancouver and district surrounding are subscribers to The Vancouver Sunday Sun.

If you are a dealer in cars, accessories, tires, operate a garage or have a business message for the automobile owner, you can reach them through the columns of the Automobile Section of THE SUNDAY SUN.

The Vancouver Sun is the only Canadian newspaper on the Pacific Slope publishing an Automobile Section every week in two colors.

It goes everywhere—covers its field like a blanket.

Application has been made for A.B.C. membership.



"VERY USEFUL"

Over 80% of the general advertising in a recent issue of a leading Canadian daily came from advertisers who use **LYDIATT'S BOOK** in making up their lists. Many advertisers and some agencies rely on it almost entirely for the data they need. New advertisers, unfamiliar with the Canadian market and Canadian mediums, find it indispensable. Even the best informed find it a dependable, time-saving ready-reference. The fact that so many advertisers *buy* **LYDIATT'S BOOK,** even though numerous "directories" are received *gratis*, indicates that it is *wanted* and *used* by everyone who gets it. Everywhere recognized as the authoritative guide to Canada's advertising opportunities.

New 1918 Edition
Fifth Year **Ready March 1st, 1918**
Order your copy now

NOT AN AGENCY DIRECTORY

but an absolutely independent data and rate book for advertising buyers—the most accurate and comprehensive information readily available. Here in most convenient form are all the facts and figures busy advertising men constantly need. Referred to daily—often saves in a minute many times its cost for a year. Has won its way strictly on its merits.

350 pages, pocket-size, leather-bound. Price **$2.00.**
Published annually since 1914 by

W. A. LYDIATT, 53 Yonge St., Toronto

ADVERTISERS' COMPLETE GUIDE TO THE CANADIAN MARKET

Characteristics each province and principal cities, describing their industries, resources, etc.; census manufactures and agriculture; statistics population, (distribution race, religion, ages, occupations, earnings, urban and rural, dwellings and families, etc.); bank clearings, customs revenue, building activity, number autos, retail stores, industrial payroll, etc., by cities; imports and exports;—thousands of conveniently condensed, up-to-date figures indicating trade conditions and market possibilities.

ACCURATE DATA CANADA'S ADVERTISING MEDIUMS

Correct advertising rates, most reliable and complete circulation figures (indicating local, out-of-town, net paid and gross average separately, compared with year previous); column sizes, etc., all daily newspapers; which use mats and unmounted plates; similar data all magazines, agricultural, religious, trade and other class publications; cost poster and street car advertising by cities, number posters required, etc.; valuable suggestions for handling window displays, sampling, demonstrations —all facts essential to intelligent handling of advertising appropriations.

VALUABLE REFERENCE FACTS

COPY-WRITING, ENGRAVING, TYPE, DISPLAY, PROOF-READING, ETC.

Preparing copy to suit medium; selling power various kinds copy; description, specimens, cost various kinds engravings and how to order them; hints type selection with handy specimens most popular display types; table words per inch various type sizes; paper and envelope sizes; printing costs; proof-reading marks; color laws; uses and costs electrotypes, stereos, matrices, etc.; postal rates; customs charges; trade mark and copyright regulations; express rates, etc.—all things needful to know yet hard to remember, conveniently combined in the one book.

THE · EDITORIAL

ECONOMIC ADVERTISING

Published monthly by Norris-Patterson, Mail Building, Toronto, Ontario, Canada. Subscription, $1.00 a year; 10c. a copy, United States postage, 50 cents extra; Foreign postage, $2.50.

TORONTO, DECEMBER, 1917

Economic Advertising Extends to its Readers the Season's Greetings

WHY NOT A TWO-CENT PIECE?

THAT the Government begin coining two-cent pieces again is the suggestion of ECONOMIC ADVERTISING. With a shortage of coppers and no two-cent pieces in circulation it might not be a bad idea to revive the circulation of the latter.

Two-cent coins would be appreciated in nearly all of the larger cities where the newspapers now sell for that price and where the copper is over-worked on account of the war taxes paid into the moving picture theatres and other playhouses, etc.

The old-sized penny, which is now practically extinct, was too large and cumbersome; a new piece might be coined smaller in size but distinctive—perhaps a little smaller in size than the Canadian copper, with a hole in it or with some distinguishing mark. However, this is a detail which could easily be worked out if the idea in the main should prove acceptable.

NAMING THE NEW PRODUCT

A GROUP of prominent business men gathered in the club lounge were discussing the troubles ordinarily met with in choosing a suitable name for a new article. "You know," said a manufacturer of a nationally advertised grocery staple, breaking into the conversation, "If I had my time over again, I would certainly pick a shorter name for my product. Instead of calling it —— I would give it some plain and familiar name like Acme." Naturally, this confession was greeted with surprise, for his line is almost as well known to Canadians as Pears' Soap.

Pressed for reasons, he continued, "Perhaps we do not realize it, but about 50 per cent. of articles such as mine are bought by children. Children have hard work pronouncing long names; also they are sensitive. So when their attempts to utter a tongue-twisting brand are met with a patronizing smile from the grocer and a tactless effort to set them right, they resent it. What is the result? They more often than not go elsewhere next time and

POINT · OF · VIEW

ask for a substitute, giving the excuse at home that the grocer didn't have the original. This effect would be bad enough if it were only temporary, but as every one knows, a child has a long memory for ridicule and its prejudice against the article with the unpronouncable name is likely to last well past the time when it comes to buy supplies for its own home."

There is a moral in this little incident for producers and advertisers who are fond of christening new products with fanciful or coined names. Plain everyday words may lack distinction, but there is no denying that they are easy to express and simple to remember. Generous and persistent advertising may lift a name into temporary prominence, but it will generally be found that products which have endured are those whose names have smacked of the soil rather than of the midnight oil. That the fragrance of the rose cannot be affected by a change of name is true; but, it might be pertinent to ask, would its popularity be as great to-day had it been dubbed chrysanthemum, for instance?

COLOR ADVERTISING IN CANADA

THE recent appearance of several very striking and beautiful color advertisements of Canadian products in the magazines of Canada would seem to indicate an appreciation by Canadian national advertisers of the exceedingly strong appeal of color advertising. A few notable examples published lately are two by the E. W. Gillett Co. Limited (Magic Baking Powder), which every advertising man in Canada has no doubt remarked on; several in three and four colors by the McLaughlin Motor Car Co. and the Monarch Knitting Co., and a number by the Goodyear Tire & Rubber Co., and the Battle Creek Toasted Corn Flake Co.

The improved equipment and up-to-date plants now installed by our large engraving houses gives Canadian advertisers an opportunity to avail themselves of the greatly increased circulations of periodicals carrying color advertising. Where a few years ago a full-sized set of color plates could be used only on a couple of magazines, with a combined circulation of about 30,000, there are now a half dozen periodicals of the large size producing excellent color printing and whose combined circulation is in excess of a quarter of a million copies per issue. Thus, the ratio of cost of plates to cost of space is now about one-sixth of what it was before the increases in size and number of Canadian magazines of national circulation; a condition much more conducive to the production of the better class of color advertising.

A contract for the year's advertising in The Daily and Sunday World will help you commence the New Year right.

The combination contract will give you your Sunday World advertising at the Daily World rate---just a little bit the best advertising buy offered by any Ontario paper, morning, evening or weekly.

Your favorite advertising agency will give you information, or we will send someone direct from The World office to explain the advantage of this contract covering both papers.

THE VALUE OF COLOR

By E. E. M. in *Higham's Magazine*

HOW COLOR APPEALS IN ADVERTISING AND SATISFIES THE NATURAL CRAVING FOR BRIGHTNESS

WHEN you commission an artist to paint you a poster you naturally ask him to make it striking and effective. If it is an outdoor scene he will probably paint sunshine into it for you, or in the case of it being an interior he will most likely give you a shaft of sunlight streaming through the window, and if he is a poster artist of average ability you find that he makes a good job of his sunshine effect. The result is that the picture arrests the attention of the public, and they stop and look at it and absorb its message, which is exactly what you want them to do. Then, when there is a marked increase in sales for the goods advertised by the poster, you murmur to yourself with an expansive smile of satisfaction on your countenance, "By Jove, that's a good poster!"

Perhaps you never pause to analyze exactly what *are* its arresting qualities, but the artist will tell you immediately, "The sunshine effect—the brilliancy of color."

It does not need a great deal of psychological insight to understand this. Greyness and flatness are soon forgotten; there is no dominant note about them which induces memory, but light and color leave a distinct impression on the brain. Not that subdued shades are not extremely pleasing to the senses—the half-tones and shadows of St. Paul's, viewed from Hungerford Bridge on a dull morning, are undeniably beautiful; but the dazzling white domes and minaret tops of Damascus, for instance, silhouetted against a lapis-lazuli sky, stamp themselves indelibly on the brain, and when all the soft greys and dusky shadow studies have long since faded from the mind, the strength of that strong, clear coloring remains as fresh in the memory as when it actually flashed across the vision.

The human being needs color; it is essential; it is part of life. There is not a man, woman or child, civilized or savage, educated or ignorant, to whom color does not appeal; consciously or unconsciously they all love color. It is primeval, this delight in color. As far back in the histories of all nations as we can look we find it; from the Ancient Britons who daubed themselves with streaks of blue and red, the the Red Indians and their brightly colored beads and feathers, the old Egyptians and Romans with their richly-dyed cloths and tapestries, up to the present-day Aesthete raphsodising over a sunset, we find the same instinctive love of color.

Close your eyes for a moment, and as in a princely pageant they shall all go trooping by—all the bright shining colored things you once beheld. You cannot get away from them; all the fairest and most impressionable things in life have been those which were the richest in color. The colorless things slipped long ago into the limbo of forgotten things. But you cannot forget those bold, daring patches of color you have seen sometime, somewhere.

We cannot conceive of a universe devoid of color; we live in the midst of a chaotic mass of color, yet even so we never grow weary of it; we become accustomed to a profusion of shades, yet color never loses its charm for us, and fresh color—color which stands out boldly and daringly from among the myriad minor colors around it—arouses our interest anew.

Not only through the physical sight is color conveyed to us; we *feel* color as much as see it; we *understand* color through the senses.

When you read a descriptive passage from Maxim Gorky, Ruskin, or Ingersoll, or any other great word painter, do you not see the color in the scenes described as clearly as though they lay before you? It is not just your imaginative faculties; that color is a reality; you actually see it. It is the brain which sees; the eyes are but the medium of the brain, and often the physic-

Jack Lake, Jasper Park, Alberta

ally blind see infinitely more glorious color fantasies than the mentally blind.

Do you, the men who advertise, realise the vital importance of having color in your advertising? When you are having a poster designed, or when you are having a piece of copy written up, you must take psychology into account. You must remember that a colorless thing is dead, and that your message must *live* because the people to whom it is being addressed are living, and they have no time to waste on dull, lifeless things.

Life is not a colorless thing; it is full of color—color both concrete and abstract. There is nothing in the world which, in the true sense of the word, lacks color. No, not even the ugliest commercial building in existence; it may be grey and straight and severe of line, but when the sun strikes the corner of it the purple shadows it will cast form a splendid contrast to the gold of the sunshine. Oscar Wilde saw a "symphony of yellow" in an omnibus, barges of hay, and a fog; Joseph Pennell makes color—or, more accurately, perceives the hidden color—in dockyards, cranes, and half-erected buildings.

But why confine all the glowing colors to art? What is the use of color if we can only see it on state occasions? How can you expect a man to write "live" copy, or to paint pictures of living color, if you shut him up in a dull, dreary room to do it? It cannot be done; you will never get good results that way. How can you expect your employees to be bright and alert if you crowd them up in uninteresting offices where the very atmosphere kills the keen young life in them? Again, you cannot do it. An office is a place where serious work has to be carried out by responsible people; there is no room for superfluous ornamentation, but it should be light and pleasant. The business of the firm will not go to ruin because the manager has carpet on the floor of his office, or because the counting house keep a bowl of roses on the safe. Men and women do not become machines the moment they enter business, and if color is necessary to their existence outside of the office, surely it is equally necessary inside? You enthuse over color from an artistic standpoint; you appreciate it in the home; you know the value of it in poster designing. Why not fling aside the old-fashioned prejudices which decree that the business world must be a place devoid of color and human interest, and introduce color and life into it? Color makes life worth the living; that which lacks color is lifeless and dead. When our days seem a trifle grey and monotonous it is only the hope that the morrow shall be full of fresh interest and new color that gives us the pluck to carry on. Shall we not, then, fill our own lives and the lives of fellowmen with color—living color, color that makes the world glad?

THE OUTLOOK IN SASKATCHEWAN

By GERALD GRAHAM
Acting Commissioner, Board of Trade, Saskatoon

AS A RESULT OF BUMPER CROPS WHOLESALE AND RETAIL BUSINESS IS GOOD—SOME SOUND ADVICE TO EASTERN MANUFACTURERS—DEVELOPMENT OF NATURAL RESOURCES

N writing of the West to-day it will be well to call attention in the first place to war conditions, not because war conditions are unrecognized in Eastern Canada, but because from the Eastern cities Saskatchewan seems a far cry, so far that business men are sometimes prone to forget the West and the grain trade upon which its prosperity is built.

The West is prosperous to-day, just as nearly all North America is prosperous, not in spite of the war, but because of it. One may as well be frank about it—the price of wheat has a great deal to do with the prosperity of the West. Three things have made for its prosperity in years gone by (1) large immigration; (2) great activity in the building trades and rapid rise of real estate values; (3) profits in farming, both real and prospective. At this writing there is practically no immigration nor is there, in consequence, activity in the building trades nor rapid rise in real estate values. There would be more building if materials and labor could be secured at reasonable prices, but most operations are being put off till after the war. Only that which is imperative is done. But the profits in farming are greater than ever before. The grain does not grow more slowly because we are at war, nor does the horse eat more oats. The government has fixed the price of wheat and as long as that price holds, or anything near it, the prosperity of the West is assured.

The interests of business men in this district lie in three broad directions (a) the growing of wheat and farm produce, (b) supplying the growers with necessaries, (c) the usual activities dependent upon "a" and "b."

The 1917 crop was a surprise to most people. It was not a bumper crop such as 1916 brought forth, but it was a very fair one. There was practically no rain in many districts until late in July—that is why the public was surprised. When the rain did arrive it performed miracles, and owing to the lack of early frost, the crop came to maturity finely and was of excellent grade for the most part. Where there was sufficient rain during June, as occurred in some parts, a correspondingly greater yield was harvested. On the whole there has been very little poor wheat. East and southeast of Saskatoon, for example, conditions were excellent. The short straw made for easy threshing and the long spell of fine, open weather made for ease in transportation, so that, despite the permanent shortage of box cars from which our railways suffer, things have been handled with a fair amount of despatch this season. The only disadvantage is that the production should have been rather lighter than usual when the needs of the Empire would have been best served by its being heavier than usual.

Owing to the wealth in the hands of the farmers retail and wholesale business is good, but business men are diffident and are content to carry on business conservatively. Nevertheless, men who intend to take advantage of the Western market and Western expansion after the war should awake now to the promise of great development in Northern Saskatchewan within the next decade. There are vast areas of available land still to be settled in a climate where practically every species of farm produce will grow to maturity and where the soil is excellent. Only men of vision will settle it. Those in Eastern centres who still regard the West as unproven, wild and

unstable in credit; who, in short, refuse to take the West seriously, cannot successfully do business here.

Eastern firms whose directors are well travelled men of wide experience often make the mistake of putting a manager in charge of their Western business who has only Eastern experience. This is a cardinal error. It means loss of money, loss of time and lack of judgment in business matters. Until a manager has been in the West for some little time, he should not be entrusted with responsible affairs, because he cannot possibly have a proper conception of the elements with which he is dealing. Much disappointment would be avoided if this advice were followed.

The labor difficulty has been intensified by heavy enlistments for overseas service. As is well known, there has been a large influx of workers from the United States since the war began, otherwise the situation here would have been a very serious one.

In closing, it might be well to draw attention to the great natural resources of Northern Saskatchewan. Development must take place by new settlement and by intensification of the old settlements and by better farming; it must also take place by the location of industries which have for their principal raw material products grown in the district. As these two phases develop there will be a consequent growth of retail and professional business.

It should not be forgotten that Saskatchewan is rich in minerals and coal deposits. Besides, oil and gas drilling operations are now taking place on the great anticline lying in Western Saskatchewan, from which it is hoped the City of Saskatoon will eventually be lighted. A municipal franchise has already been granted to a drilling company which is operating on the anticline located by Dr. Dawson, the Dominion Government geologist, in the middle eighties, and since confirmed by successive government geologists. This is the same anticline as that from which the Calgary and Medicine Hat gas supply is drawn. Favorable reports continue to arrive from the drilling outfits.

REPORTS A PROSPEROUS WEST

EDGAR J. GUY, who represents a list of Western newspapers, has just returned from an trip through the Prairie Provinces. Speaking to Economic Advertising on his return he said, "Commercially Western Canada is in a very prosperous condition to-day, and the volume of business this year will establish a new record." Mr. Guy on his trip not only visited the principal centres, but also drove through many of the farming districts and interviewed the farmers and stockmen. Everywhere he found prosperity and cheerfulness. The sale of live stock and grain is bringing in large sums of money, and all obligations are being met, often in advance of demand. Purchasers of all kinds of goods are liberal and merchants also testify to a better class of goods being enquired for these days. Mr. Guy also noted that in places where a year ago there were only sidings, villages are now springing up, and that farmers are now coming into town in motor cars whereas a couple of years ago they drove in with the old farm horse. This is good testimony of the business expansion that is going on in the West.

CREDITS LIBERTY LOAN SUCCESS TO AD MEN

GEORGE W. PERKINS attributed the success of the Liberty Loan to the splendid co-operation of the advertising men of the nation in an address on "Why Advertise," which he delivered recently at the luncheon of the New York Advertising Club.

"Without co-operation," he said, "where would the nation and the world be to-day? It was by the highest development of co-operation that Germany stands where she is to-day, and that is why it is taking half the civilized world to whip her. Furthermore, it has been by the valiant co-operation of you advertising men from coast to coast that this second Liberty Loan is being put over."

CANADA A BIG AUTO BUYER

IN 1915, Canada imported approximately $7,000,000 worth of motor vehicles and their parts; in 1916, over $9,500,000 worth; in 1917, nearly $15,800,000 was the expenditure. A portion of this increase represents the growing use of the motor car for business purposes. Another, and probably the larger, portion is made up of purchases for pleasure. Another more conservative estimate places the number of cars already owned in Canada at over 150,000. Ontario, with a population of slightly over two and a half millions, is using 75,000, or one to every thirty-three of a population. The same ratio obtains in Toronto—one car to every 33 people; one to every seven or eight families.

Canada now stands third in the list of the world's largest car owners. Canada has one automobile for every 57 people; 7,346 passenger automobiles, valued at $4,712,433, were imported into Canada during the first six months of this year. All but five of these came from the United States. During the same period 138 commercial cars, valued at $184,107, entered Canada. Imports of automobile parts were valued at $3,184,838. It is estimated that Canada will purchase 100,000 cars this year or an increase of 85 per cent. over pre-war buying.

R. R. DeLong, eastern representative of the *Cigar and Tobacco Journal, Trader and Canadian Jeweler, Motor Magazine, Motor Trade* and the *Dominion Dental Journal*, belonging to the group of H. Gagnier, Limited, has enlisted in the Royal Flying Corps.

* * *

John MacLaren, formerly financial editor of *Saturday Night*, has been appointed advertising manager of the *Cigar and Tobacco Journal, Dominion Dental Journal*, and the *Canadian Bicycle and Motorcycle*, Toronto.

Reach the men and women who can afford to buy advertised products, through the

EDMONTON JOURNAL

The one newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for Advertisers.

For rate card, write:—

EDMONTON JOURNAL

Branch Canadian Newspapers Ltd., EDMONTON, ALTA.

300,000 Acres Increase

Estimated Acreage, 1917	**4,125,000**
Acreage, 1916	**3,825,000**
Increase	**300,000**

MORE ACREAGE UNDER CROP AND HIGHER PRICES WILL MAKE ALBERTA MORE PROSPEROUS THAN EVER THIS YEAR

To reach and cover this rich district use

The Calgary Herald

Largest Circulation in the Province, Certified by A.B.C. Audit.

Most Influential paper between Winnipeg and Pacific Coast.

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

MEN AND MEDIA

BEGINNING with its December number *Everywoman's World* goes out to its subscribers printed on a high-grade of super-calendered book paper comparable to the best grade in use before the war. The publishers are bringing in this paper from the United States, laying it down in Toronto at a price—after paying duty of 32½ per cent.—of two cents less than Canadian mills will supply it for.

It is reported that *Everywoman's World* could be printed in Buffalo or in Detroit and be shipped in as finished magazines, duty free, thereby saving $20,000 a year on duty alone—an astonishing state of affairs to handicap Canadian magazine publishers when United States magazines are coming into Canada absolutely free of duty and some of them moreover enjoying Canadian preferred postal privileges, and some are selling—delivered from Canadian stores—at half the United States subscription price.

* * *

The publishers of *Canada Weekly*, formerly *Canada Monthly*, entertained a large number of agency men and advertisers at dinner in their new quarters, 35 Lombard Street, Toronto. During the evening the various officers of the Company undertook to explain the future plans of the new paper in reference to its editorial, advertising and circulation policies. Sidney R. Cook, spoke briefly but pointedly in behalf of the editorial side, while Ernest H. Lawson, for the business department, outlined, with the aid of graphic charts his proposed methods for acquiring and holding circulation, in a manner which showed him to have a thorough grasp of the subject. Others who addressed the gathering were H. Vanderhoof and J. B. Montgomery. Mr. Vanderhoof dwelt on the formation of the Company's general plans, and incidentally referred in felicitous terms to the ability and personality of the late Nimmo Scott, previously associated with the enterprise, but who had since died in action at the front; Mr. Montgomery, or "Monty" as he is popularly called, in the course of a humorous speech, brought out one or two points to prove how fallacious was the idea entertained by some United States advertisers that the Canadian circulation of the American magazines was alone sufficient to influence the Canadian trade. A spirited and profitable round-table discussion followed the speech-making, during which it developed that a standard size and a uniform stock were favored by the majority of those present. As a partial result of the meeting, definite action is likely to be taken in the matter before long. Altogether the publishers of *Canada Weekly* are to be congratulated on the apparent success of their initial effort towards establishing closer and more reciprocally helpful relations with advertising men and others directly interested in making advertising pay.

* * *

The thanks of ECONOMIC ADVERTISING are due to Milton Bergey, advertising manager of the McLaughlin Motor Car Company, Oshawa, for the loan of the color plates from which was printed the beautiful and seasonable illustration which adorns the front cover this month. As a specimen of recent work it furnishes probably one of the best evidences of the marked improvement in technique which has accompanied the increased use of color by our national advertisers.

* * *

McConnell & Fergusson, London, Ontario, have opened an office at Beaver Hall Hill, Montreal, with Lionel Bennison, a former local agency man in charge.

* * *

A ten-page special retail merchants' edition, containing in detail the plans, problems and history of the Retail Merchants' Association of Winnipeg, was recently issued by the Winnipeg *Free Press*.

Dominates Kitchener

The A.B.C. audit, just completed, shows how impressively you can create the maximum influence on both dealers and consumers by concentrating your publicity in the dominating, one hundred per cent. efficient, newspaper of Kitchener and Waterloo,

The News Record

Hamilton Newspaper Union List

COMPRISING

56 First-Class Weekly Papers

Sworn Circulation over 47,000 weekly

If you have something to sell to the Farmers of this Province it will pay you to use this list.

Rates and List on application

Hamilton Newspaper Union

HAMILTON, ONT.

The sales staff of *Canada Weekly* has been strengthened by the appointment of W. S. Grimwood and J. W. Cambridge. Mr. Grimwood was formerly with the London *Daily Mail*, subsequently serving in the British-American Ambulance Corps with the French Army at Verdun, until his recent discharge. Mr. Cambridge has been with J. J. Gibbons, Limited, Toronto.

* * *

William G. Rook, president of the *Canadian Home Journal*, and Canadian vice-president of the Associated Advertising Clubs of the World, addressed on December 18th, the salesmen of the E. W. Gillett Co., Limited, gathered in Toronto from all parts of the Dominion for a four-day's conference. The subject was "Advertising from the Publisher's Standpoint." The point was emphasized that advertising was primarily salesmanship and that any publication carrying advertising for a firm should be considered part of the sales force. Mr. Rook's remarks were followed throughout with close attention and in the testimony meeting which followed the men displayed a surprising degree of knowledge concerning advertising and expressed themselves as being entirely in sympathy with its aims, several of them going so far as to credit the firm's widespread publicity-work as being largely responsible for their sales. Mr. Rook is leaving Toronto on the 3rd of January on a six weeks' trip to California. En route he will address the advertising clubs of Kansas City, Denver, Los Angeles and St. Paul. In San Francisco he will meet the National Executive at a banquet there. He will be accompanied by George Hopkins, of the Columbia Gramaphone; William C. D'Arcy, president of the A. A. C. of W., and P. S. Florea, secretary-manager of the A. A. C. of W.

* * *

The Williams Piano Co., Limited, the well known piano manufac urers of Oshawa, have opened an office in Toronto at 204 Excelsior Life Building F. A. Trestrail, the company's sales and advertising manager, will now have his headquarters in the Toronto office.

W. Hartley Robinson, formerly managing editor of *Canadian Motorist*, Toronto, who was in the Royal Canadian Horse Artillery of the Canadian Expeditionary Force, has been transferred to the Royal Naval Air Service as a pilot.

* * *

Miss Ethel M. Chapman, graduate of the MacDonald College of Guelph, Canada; has lately resumed her work as assistant editor on *Farmer's Magazine*, and associate editor on *MacLean's Magazine*. For the past few months she has been doing splendid work with the Ontario Government as supervisor and lecturer of Women's Institutes.

* * *

H. J. Myers has been appointed manager of the trade journal department of H. Gagnier Limited, Toronto.

ANOTHER UNIVERSITY WITH ADVERTISING COURSE

The Ohio State University
College of Commerce and Journalism
J. E. Hagerty, Dean
C. O. Ruggles, Secretary
Columbus, Nov. 14, 1917.

To the Editor of Economic Advertising:—An Editorial in Economic Advertising of October gives a list of the universities of the United States offering courses on Advertising. The Ohio State University has been offering a course in Advertising for about eight or ten years in the Department of Economics and Sociology. This year a course on Salesmanship for one semester precedes the course on Advertising. The relationship between the course on Salesmanship and Advertising is, of course, apparent. Since the College of Commerce and Journalism was organized it has been our purpose to emphasize more directly the technical problems in business.

I am simply contributing these facts to you for your information.

Very respectfully,
(Sgd.) J. E. Hagerty.

ARE YOU WATCHING
WINDSOR
and Border Cities Grow ?
Population Now 40,000
The
Evening Record
Only Canadian Daily Within Fifty Miles.
Circulation, Nov., 10,180
RATES (Plate)

Under 1,000 lines	- -	3½
Over 1,000 "	- -	2¾
" 5,000 "	- -	2½
" 10,000 "	- -	2¼

JOHN A. McKAY, Publisher

Highest Grade
ELECTROS
AND
STEREOS
PROMPT and EFFICIENT SERVICE
Rapid Electrotype Co. of Canada, Limited
MONTREAL TORONTO WINDSOR

Designing
Copy-Writing
Printing

As every advertising man knows, these three things are the component parts of every piece of printed advertising matter, from a circular to a catalog.

Our staff includes experts in all three.

We have the complete staff as well as the complete facilities to render prompt and effective service to every manager who has a printing problem on hand.

PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

RECENT ADS—Good and Otherwise

By THE CAPTIOUS CRITIC

CANADIAN enterprise has not been slow to avail itself of the opportunity afforded by the war to capture the lead pencil trade. This, of course, is something to be encouraged. Yet one could almost

"CANE'S" PENCILS
The ONLY Pencil made in Canada
MADE IN CANADA
WRITE WELL & LAST LONGER
SEND 25¢ FOR FIVE SAMPLES
Wm CANE & SONS Limited Newmarket, Can.

Might rely a little less on patriotic sentiment

wish that, in attempting to storm the breach, Cane Bros. had employed a 75 gun instead of a 22 rifle. A few reasons, other than the parrot-cry of "Made-in-Canada" would tend to strengthen the copy and fit it to cope with the aggressive and informative advertising done by American pencil makers in Canada. The layout itself is sufficiently striking to arrest the wandering glance of the reader; it is a pity, therefore, that the rest of the advertisement fails to measure up to it.

* * *

The Alaska Bedding Company Limited is to be complimented on the distinguished character of its new series of advertisements, of which the clear, bold drawing, distinctive type dress and interesting and pointed copy are the outstanding features. The attempt to acquire cumulative value in this way, is worthy of note, also the replacing of the conventional, meaningless border by one that immediately identifies itself with the product advertised. The type face, Bo-

OSTERMOOR
"A Man's Room" is Synonymous with Comfort
Somehow, we always associate "a man's room" with downright comfort—easy chairs, soft couches, thick rugs, and, of course, a comfortable, restful bed. A big majority of the men who have earned the right to enjoy these pleasures, sleep on
OSTERMOOR
The Quality Mattress
After a hard day's work at office or factory, how restful and soothing is the billowy softness of the "Ostermoor."
How it supports the tired muscles, lulls one into quiet sleep, from which you awaken refreshed in mind and body.
Surely $25 is a small sum to invest in so much rest and comfort—remembering too that every "Ostermoor" will give at least 25 years of ideal service.
That's $1 a year or less than 2c. a week. Worth it—isn't it?
Ask your dealer to show you the "Ostermoor"—you'll recognize it at once by the name woven around the edge
THE ALASKA BEDDING CO. LIMITED
Makers of Bedsteads and Bedding
Calgary WINNIPEG Regina
GUARANTEED
ALASKA BEDDING
$25

Humanizing and enriching a commonplace subject

doni, is somewhat of a relief from the familiar and overworked Cheltenham. In fact this is a phase of advertising preparation, too often slighted, which is well worthy of regard by those who seek to have their

BLACK KNIGHT
STOVE POLISH
Apply with a cloth on either warm or cold stove—that is all. Little effort is needed to give your stove a brilliant, durable polish. Black Knight is non-inflammable.
F. F. DALLEY
Corporation, Ltd.
Hamilton, Can.
KEEP YOUR STOVE BRIGHT

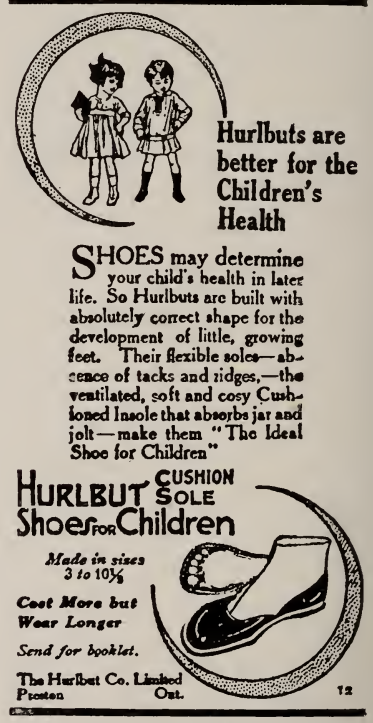
Says " stove polish " by its very appearance

advertisements stand apart from those which usually crowd the newspaper page. Any one who despairs of treating a commonplace subject in an uncommonly effective way, might do worse than study this Ostermoor announcement.

* * *

The blackness of Black Knight Stove Polish is impressed forcibly upon the reader by the nubian quality of the advertisement as a whole. Heavy gothic lettering, a black and white drawing handled in vigorous and convincing fashion, and a pithy sentence or two setting forth the virtues of the polish make up an appeal which the retentive mind of the housewife is not likely to forget. It is bull's-eye advertising of a rather resultful sort. Running the advertisement across three columns instead of in rectangular form presents an opportunity for a large, bold display of the brand name, of which the copyman has taken full advantage. This form, too, has the additional merit of being unusual and therefore the more likely to attract attention.

With the price of leather keeping close company with the fabled cow that jumped over the


Hurlbuts are better for the Children's Health
SHOES may determine your child's health in later life. So Hurlbuts are built with absolutely correct shape for the development of little, growing feet. Their flexible soles—absence of tacks and ridges,—the ventilated, soft and cosy Cushioned Insole that absorbs jar and jolt—make them "The Ideal Shoe for Children"
HURLBUT CUSHION SOLE Shoes FOR Children
Made in sizes 3 to 10½
Cost More but Wear Longer
Send for booklet.
The Hurlbut Co. Limited
Preston Ont.
12

Sensible and attractive shoe advertising

moon, children's footwear becomes the serious problem of

mothers entrusted with the spending of unclastic salaries. Some possible objection might be raised to the attractive Hurlbut Shoe advertisement on the ground that it contains too much copy. But who, after all, is to decide this point, the advertising man or the reader? At all events the subject seems to have been treated in a common sense way and an earnest attempt made to enlist the interest and sympathy of the housewife in a personal item which, under abnormal conditions, has assumed a relatively new size and importance. The copy is suggestively worded, while judicious placing of thumb-nail illustrations and white space secures unusual attention for a small advertisement.

* * *

The idea of categorical appeals in underwear advertising, while not entirely new, is still unusual enough in Canada to justify some mention of it. After all why shouldn't specially prepared copy designed for certain classes prove just as effective in selling underwear as it unquestionably is in other lines of trade? It is reasonably safe to assume, at any rate, that the advertising of Atlantic Underwear went home to every man who is engaged in strenuous manual labor. The illustration, handled in massed black, grey and white, is particularly good, while the copy does its share in reinforcing the first impression with arguments that are terse, logical and sincere. Should the company manufacture graded weights of underwear it might, if it has not already done so, approach the rest of its potential customers on the same sane and systematic basis. Specific arguments could be addressed to the business man, the

HEALTH PROTECTION
For Steel and Iron Workers
demands keeping the body prepared in winter for extremes of heat and cold. Nothing will do this as well as
ATLANTIC UNDERWEAR
Being an extra heavy weave, it easily absorbs the sweat of hard work. It guards against sudden chills. Yet it fits perfectly to the limbs and permits the muscles full play. Look for the Atlantic Trademark, the guarantee of Long wear.
ATLANTIC UNDERWEAR LIMITED. MONCTON, N. B.
ATLANTIC UNDERWEAR

A specialized underwear appeal

commercial traveler, the farmer, and the outdoor man, all of whom have certain needs peculiar to their respective vocations which have to be recognized when it comes to buying or selling underwear.

Robertson Y. McLean has resigned from *Everywoman's World* to accept a position with the Reid Press, Hamilton.

* * *

E. J. Guy has been appointed eastern representative of the Lethbridge *Herald*.

AD CLUB DOINGS

LONDON

ARTHUR BLACK FARMER, B.A., of Toronto, addressed the London Advertising Club recently on the subject of the "Four Alphabets of Character," as expressed in physical structure, expression, appearance and handwriting, and gave a demonstration of the latter in which he scored 18 out of a possible 20 points.

Mr. Farmer opened his address by saying that, while the past century had witnessed the greatest advance in material and equipment in the world's manufactures, the present will see a tremendous advance in the analysis of the human material of the world.

Taking the analogy of the reading of script and the different alphabets in which language and ideas are conveyed, the speaker said that there are four alphabets of human character, a knowledge of which enables the student to form opinions on the basic character of any given individual.

There are elemental characteristics expressed by all which are capable of study and when understood enable the character to be read in the different alphabets of physical, structural, expression, appearance and handwriting, while the final test of any individual lies in what he does.

In regard to structure he spoke of the size and shape of the head and facial characteristics, both congenital and acquired through habit. In expression he called attention to the voice, choice of language and actions. In appearance generally of the individual and in handwriting certain general characteristics, of which he demonstrated in the case of two individuals at the meeting.

"I look forward to a time when there will be specific tests for every attribute of character in all walks of life," he said.

Mr. Farmer said that it had been proved that the study of phrenology was worth while, and that the discovery of Dr. Gaul last century was really an epoch-making event.

If phrenology is a true science, and it is one of the alphabets of character, it should be possible to read from handwriting and expect to find certain characteristics in the appearance of the head of the writer. This phase of his subject the speaker demonstrated by reading the signatures of two individuals, who were strangers to him, and then making 10 deductions on each, which proved to be correct in nine points in each case. Mr. Farmer explained the peculiarities of the writing and the physical configuration of the skull which he expected to find in the writers.

Admitting that infallibility in the study of human nature is not for mankind, he said that great benefit can be derived in business relationships and in family relationships from the study of the subject which can be reduced to approximate accuracy, although he pointed out that illness, the influences of a drug or other temporary changes may occur in the individual.

To the advertising men he recommended the study as of value in discovering fruitful fields for advertising by understanding the psychological peculiarities of the public to which they are making an appeal. In family life the study is of value in adjusting relationships and finding out the tendencies of children.

A hearty vote of thanks was tendered the speaker, and an interesting discussion was held after Mr. Farmer's talk, in which he answered a number of interesting questions.

T. P. Elliott, president of the Club, presided. Short addresses were also given by Vice-President J. J. Foote, T. H. Yull, T. B. Parkinson and John Cottam.

It was practically decided to bring Frank D. Stockdale, of New York, to London for a series of business talks after the new year. The executive committee have the matter in charge.

"IT'S ALL IN THE SERVICE"

IT would be to your interest if contemplating an advertising campaign to investigate our service record.

By showing you what we have done, and are doing, for others, you would get a very clear idea of what we can do for you. At your request we will have a representative call.

NORRIS-PATTERSON LIMITED

Advertising Agency

MAIL BUILDING

TORONTO

ECONOMICAL ADVERTISING

Member Audit Bureau of Circulations

50,000 Circulation Guaranteed Rate: 30c. Per Line

Specimen Back Cover Printed for McLaughlin Motor Car Co.

NATIONAL ADVERTISERS

You can place 50,000 beautiful large pictures of your product in the 50,000 homes of our subscribers at a cost of 3/5 of a cent each.

Doesn't this interest you? Then why not send for particulars on space still available for next year?

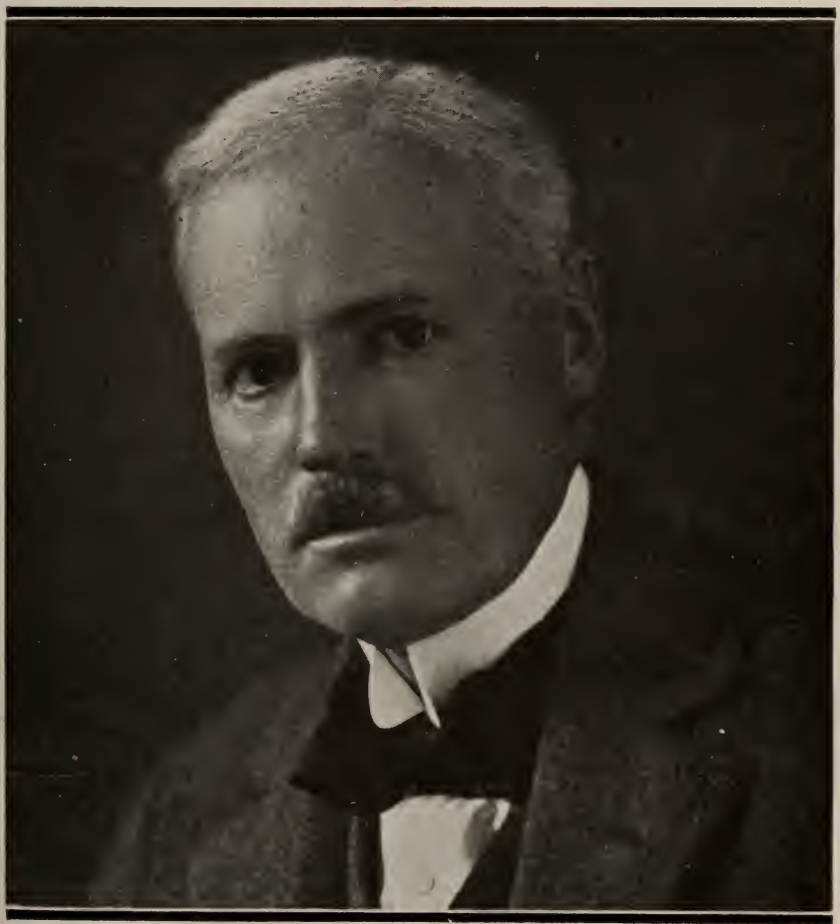
CANADIAN
COURIER
TORONTO

All Outside Back Covers Sold for 1918

Economic Advertising

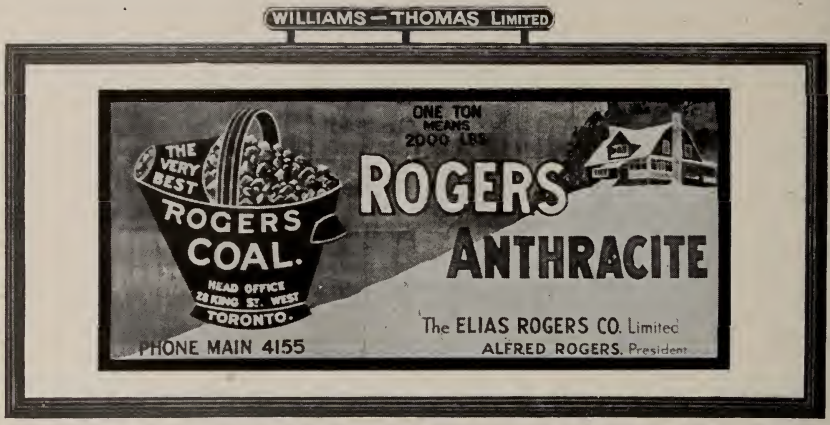
A Monthly Magazine of Canadian Advertising

Toronto, January, 1918



F. W. STEWART, OF THE CLUETT, PEABODY COMPANY OF CANADA, LIMITED (See Page 19)

Another New Poster!



THE principles of Outdoor Advertising are much the same as in all good advertising—the difference being that what some advertising gives you in small measure Poster Advertising gives in great measure and is therefore proportionately effective.

In no other advertising is conspicuousness, force of design and simultaneous effect upon trade and consumer so ever-present as with Posters.

Add to these—color and concentration.

Can you afford to omit Poster Advertising?

POSTER ADVERTISING ASSOCIATION OF CANADA

W. W. SCANE, SECRETARY, CHATHAM

OFFICIAL REPRESENTATIVES

Harry Duker, Limited - - - - Vancouver, B.C.
A. R. Kent - - - 804 Kent Building, Toronto, Ont.
London Bill Posting Agency - - - London, Ont.
The Lindsay-Walker Co., Limited - - Winnipeg, Man.
E. L. Ruddy Co. - 11 Wellington St. East, Toronto, Ont.
Wadsworth-Nathanson Co., 501 C.P.R. Building, Toronto, Ont.
Canadian Poster Company - Lewis Building, Montreal, Que.

LOOKING FORWARD

THE CANADIAN ADVERTISERS RESOLUTION

RESOLVED—That we will profit from the experience of the most successful advertising merchandisers of the United States (who perhaps are pioneers in effective advertising) and *use the biggest best medium in the country in the biggest way we can.* We will profit by cutting out all waste circulation or eliminating it to the minimum. We will analyze exhaustively the circulation we buy. We will know who the readers are. We will know where they live. We will know their buying power. Knowing that we have or desire to have National distribution for our goods (or, as we wish to sell where sales are made most easily and business is good), we will recognize that our interests are best promoted and conserved, *first* in a great strong medium with large National circulation. Such a medium we shall use as the keystone to our advertising campaign and we will build around it with the lesser mediums according to their fitness in assuring a solid foundation for our business promotion and sales. Our constant motto shall be to buy space efficiently and economically, building our lists one medium at a time and taking enough space in enough issues to everlastingly impress the readers with the merits of our goods. We know this policy to be sound. It will sell while any other will only scatter. So will we build greater and more profitable business during 1918."

CONTINENTAL PUBLISHING CO. LIMITED

Publishers of EVERYWOMAN'S WORLD, Canada's great home magazine, and RURAL CANADA, Canada's great farm magazine.

TORONTO MONTREAL
Philadelphia Chicago London, Eng.

Covers all sold—But

THE 36 cover positions in MacLEAN'S MAGAZINE for 1918 are practically all sold. These positions are for color advertising. But to accommodate the color advertising which continues to be offered us, we have arranged for a series of color inserts, in the issues of

April, June, September and December

These inserts will be on choice stock, suitable for 3-color process work. Already a goodly number of pages for these inserts has been booked. The price per page is $300. Advertisers and agencies desiring color advertising in MacLEAN'S in 1918 should make reservations immediately. Those interested please heed this warning.

Color copy offered for other months will be accepted, provided other color advertising to make up a 4-page form can be developed. We shall do all we can to provide inserts in other issues than those named if space-users will let us know their desire. It takes upwards of 8 weeks to handle this class of business, so let us know your desires very early.

Color Copy is growing in vogue. In the big and important U.S.A. magazines color copy is becoming more common every month. The advantages of color are obvious. Dominancy of effect is one result secured, and now that so many space-users are employing page copy it becomes necessary, in the eyes of those who want major effects, to add color. Another reason for the larger use of color copy is the growing cost of space. When space to buy costs so much, it is worth while to spend more to secure maximum returns.

Memo: The color positions in Canadian Magazines are usually taken by advertisers whose headquarters are the United States. We suggest to the Canadian advertisers and advertising agencies that they ought to schedule color copy in Canadian mediums to a much larger extent than they have been doing, and so secure for Canada and Canadian firms the strength of color copy.

MacLEAN'S MAGAZINE

PUBLISHED BY

The MacLean Publishing Company, Limited

Toronto, Canada

BRANCHES AT MONTREAL, WINNIPEG, NEW YORK, CHICAGO, BOSTON AND LONDON, ENG.

Footnote: The circulation of MacLEAN'S MAGAZINE is now 55,000. Rates are based on 40,000 circulation. It means that space-buyers are getting 15,000 choice circulation as a bonus.

THE PRINCIPLE

on which we do business

WE do not bid for "bargain-counter" trade, nor make price the sole inducement in securing orders. Our aim is to turn out plates of such a character that the OK'ing of the invoice becomes as near like a pleasure as anything of the kind can ever be. Customers who make good work the first consideration will be pleased with our service and the reasonable charge which it entails. Such people will realize, moreover, that faulty skill and poor impressions are too high a price to pay for so-called "cheap" plates.

One of our salesmen is at your elbow.
His number is Main 5642. Why not call him ?

Brigdens Limited

Artists—Engravers—Printers

160-164 Richmond Street West
Toronto

IMPORTANT NOTICE

To Our Readers and Advertisers

DURING the past few years the business of Norris-Patterson Limited Advertising Agency has increased to such an extent that it has been found impossible to devote to ECONOMIC ADVERTISING the attention that a publication of such importance deserves.

We have always exerted ourselves to bring out a magazine that would adequately represent the interests of Canadian advertising. We feel, however, that the time has now arrived when ECONOMIC ADVERTISING should be given more attention than we, with the increasing press of regular business, are able to devote to it. Another reason not less important that has impelled us to relinquish the publication of this magazine is the fact that for some time past we have held the opinion that there are many objections to the practice of advertising agencies issuing any publication which must depend for its revenue upon publishers from whom they buy space for their clients. It has also been felt that a publication of this character should be broadened in scope so as to embrace subjects closely related to advertising.

Arrangements have, therefore, been completed with Mr. W. A. Lydiatt, well and avorably known to the advertising fraternity in Canada, to take over ECONOMIC ADVERTISING, beginning with the next issue. This, therefore, is the last number of ECONOMIC ADVERTISING under the present management.

We take this opportunity to thank our readers, contributors and advertisers for the support they have given ECONOMIC ADVERTISING in the past; we feel that under the new management they will find every reason for continued support.

Jno P Patterson Jr.

President and General Manager

NORRIS-PATTERSON LIMITED

Toronto
January 24
1918

VOLUME XI JANUARY, 1918 NUMBER 1

Economic Advertising

A Monthly Magazine of Canadian Advertising

EFFECT OF LABOR SHORTAGE ON ADVERTISING

By HORACE T. HUNTER

VICE-PRESIDENT, MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO, CANADA

NEARLY half a million Canadians have been withdrawn from productive work for military service. This is equivalent to six million from the United States. It is quite possible, if the war continues for two or three years more, that you will actually have to withdraw that number of men from your various industries.

You will be greatly interested, therefore, in studying the effect of this labor shortage on advertising. The first effect was to produce the "oversold" condition, which has always been the bête noir of the advertising salesman. The trade and technical papers have been very largely instrumental in overcoming this labor shortage by emphasizing the need of labor-saving equipment. This has opened up a big field for advertising in practically all business papers.

I might mention such lines as store fixtures of all kinds, for goods well displayed and priced save the time of clerk and dealer; motor cars and motor trucks for delivery purposes; in many towns central delivery service has been started, and has been taken advantage of by all classes of retailers; loose leaf ledgers, cash registers, account registers and anything that tends to make the accounting department more efficient.

This shortage of labor affects the customer as well as the dealer, and this means the sale of such lines as dish-washers, vacuum cleaners, kitchen cabin-

From a paper on "Business Publishers' War Problems and How Canadian Papers are Meeting Them," read before the Associated Business Papers, Inc., at their recent convention in Chicago.

ets, instantaneous water heaters, electric washing machines—for, while many housewives will object to paying $100 for an electric washing machine for their domestic help, they are easily sold if they are doing their own work. There are dozens of other small lines that could be mentioned.

Then there are farm supplies, such as poultry supplies, milking machines, cream separators, farm tractors, etc. The farmer is short of labor, but he has profited greatly by high prices of everything he has to sell, and business papers whose subscribers sell the farmer have a wonderful opportunity to sell the farmer labor-saving devices. By so doing they will also be helping to increase production, which is sorely needed at this time. Labor-saving equipment has also been a big producer of advertising for technical papers and would include such lines as automatic machinery of all kinds.

Then this labor shortage has brought a new class of buyer into the market, namely, the boy from 14 to 18 years of age. The boy has had to take the man's place, and he is earning $12 to $18 per week. These wages and the need of workers are keeping many boys out of school. This is not a good thing for the nation, but it has created a new line of customers for men's wear dealers, boot and shoe dealers and for many lines sold through the hardware trade, such as bicycles, motorcycles, etc. The buying power of the boy works two ways. It means more and better clothes, etc., and it also means that now he is self-supporting, his parents have more money to spend on themselves.

INDUCING DEALER TO CO-OPERATE

AN unusual method of getting dealers to advertise for the manufacturer has been evolved by the Ford Motor Company, of Canada, says *Printer's Ink*. For every car sold the company withdraws $2 to be invested in newspaper advertising in the locality of the dealer who buys the car. This advertising agreement is embodied in the new contracts with dealers. The advertising is placed by the Ford Company through an advertising agency. In the past the policy of the company was to grant to its dealers a stated sum of $3 per car for advertising purposes. This amount was given the dealer upon the distinct understanding that he would put on a satisfactory campaign in the local newspapers, and also do sufficient other advertising to use up the appropriation. The Ford Company kept close tab on each dealer's advertising expenditure, and soon discovered that it was impossible to get the dealers to invest this money. Forty-seven per cent. of the dealers in Canada did not spend a dollar in newspaper advertising, while another thirty-four per cent. used copy that was not acceptable to the Ford Company. Reluctantly the latter concluded that so large a percentage of this money was being wasted that another plan would have to be devised. The dealer still gets an appropriation of $1 per car for an investment in other forms of advertising.

BUSINESS AND THE LABOR SHORTAGE

By WILLIAM G. COLGATE

WAYS AND MEANS WHICH ARE BEING ADOPTED TO OFFSET THE DIMINISHING LABOR SUPPLY — HOW ADVERTISING IS BEING ENLISTED TO FREE THE DEPLETED RANKS OF INDUSTRY

ONE of the immediate and disastrous economic results of the war in 1914 was the temporary breakdown of industry, and the displacement of labor. This condition persisted for several months, when the effect of the Government war orders began to be felt. Idle workers were gradually absorbed by manufacturers and munition makers, and the line of prosperity curved upward until it reached its highest peak in 1916. But strangely enough the new industrial situation created by our warlike activities shifted the chief burden of anxiety from the employee to the employer. Men and women had been drained from the factories and mills to apply their technical skill to the making of shells and other munitions of war. High wages together with the opening up of new industries had combined to create a scarcity of help altogether without precedent in the history of the country. Conventional ideas pertaining to the division of labor became obsolete overnight. Everybody turned in to do manual work when the occasion arose from the boss down to the latest arrival in the accounting department. Still the labor shortage became more and more acute. Manufacturers of women's wear and men's wear as well as those in other lines of trade combed the country for help. Storekeepers complained quietly but insistently of a lack of clerks. Advertisements were inserted in the "want" columns of the daily press, but replies were few. Then it was that as a result of brisk, competitive bidding for the dwindling labor supply there was involved the idea of using white space not as a guide post or help wanted directory but as a medium through which to sell, so to speak, the job to the prospective employee.

THE BELL IDEA

It is but fitting, perhaps, that the Bell Telephone Company should be the pioneers in the application of this new method, since they have led the way in the advancement of business efficiency. Beginning with a series of small newspaper advertisements they gradually extended their efforts until now they have reached a point where large space appeals coupled with so-called human interest illustrations and well-written booklets carry the attractive story of telephone operating as an

occupation into thousands upon thousands of homes throughout the United States and Canada. Specific arguments that deal with the character of the work,

A Practice Switchboard in the Operators Training Department
'An Enjoyable Public Service"
"The telephone operator's work is as fascinating to her as it is important to the public. It has all the elements that keep her contented and happy and interested. Her work is entirely unlike factory work, where she should be stationed all day at a noiseless machine. There is no monotonous grind, no keeping of dry books and accounts. There is no disagreeable or laborious manual work to over-tax her strength. There is no exposure to distasteful associations. Her's is an enjoyable public service, with every moment crowded with interest and ever-moving, ever-changing life. It is humanity she serves and she sees human nature of every form and every degree."
—From "AN IDEAL OCCUPATION FOR YOUNG WOMEN"
TELEPHONE OPERATING is an important and enjoyable public service. It is carried on under the best of conditions. The work is permanent; the pay is good, advancement is certain; operators are protected by a liberal Benefit Plan, and every provision is made for their health and happiness. Salaries are paid to all who start the training department course.
If you are interested in this attractive profession, telephone, write or call at our nearest commercial office for a free copy of "An Ideal Occupation for Young Women"
NEW YORK TELEPHONE COMPANY

Selling the job to the worker

the conditions under which it is performed, its ever-changing interest, as well as the provisions made for the health and happiness of the operators are all set forth in plausible and persuasive terms. Just listen to this as an inspiring and vivid piece of writing :

"Her's [the operator's] is an enjoyable public service, with every moment crowded with interest and ever-moving, ever-changing life. It is humanity she serves and she sees human nature of every form and every degree."

What girl with a taste for the novel could possibly resist the romantic allurement of such a well-depicted scene. It makes a movie star's job look tame by comparison. It is taken from the Bell booklet on "An Ideal Occupation for Young Women." In all their advertising the Bell Company lays stress on the important fact that salaries are paid to all who start the regular department training course.

PICTURES PORTRAY ATTRACTIVE FEATURES

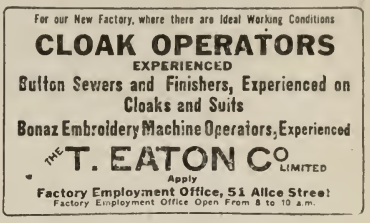
Certain of the pictorial illustrations used are also worthy of note. A view of a practice switchboard in the operators' training department accompanies the heading. "An Enjoyable Public Service," another advertisement depicts a picture of a group of intelligent and pleasant-faced girls having a cup of refreshing tea during one of the rest periods. Every appeal you will notice is aimed straight at the respectable, home-loving, dependable girls between the ages of sixteen and twenty-three. In fact the company's policy in employing help is summed up in an advertisement headed, "We are Looking for Intelligent Girls." The company's officers appreciate, as any close student of human nature must, the truth of the axiom that if you wish to make a thing desirable to the public mind surround it with an air of quasi-exclusiveness ; it is to the credit of the Bell advertising that it does this without unduly

narrowing the breadth of its appeal.

WHAT OTHER CORPORATIONS ARE DOING

But the Bell is not the only corporation to employ advertising to fill its depleted ranks. Other prominent firms are doing the same thing. Not long since a manufacturer in a town less than one hundred miles from Toronto, issued a booklet explaining the peculiar advantages of his geographical situation in general and the working conditions in the factory in particular. This piece of literature, attractively got up, gave an interesting description of the character of the work performed, the kind of people engaged in it, the hours of labor, wages, and the like. It was distributed chiefly in towns and outlying districts round about, to supplement the advertising in the classified columns of the newspapers. Of course, it has been impossible to trace results directly, but it seems fair to assume that the booklet did its share toward bringing in recruits to the ranks of the company's operatives. Here again as in other instances much was made of the inducement, "pay while learning," and emphasis was placed on arrangements made for the care and comfort of employees. Quite a contrast, one would say, as compared with the prenicious sweatshop system which filled the mouth of the moral reformer some years ago.

A rather original device to obtain extra help during a rush season was adopted recently by a department store in a large American city. The manager of the store, wishing to get the names of sales women who might


For our New Factory, where there are Ideal Working Conditions
CLOAK OPERATORS
EXPERIENCED
Button Sewers and Finishers, Experienced on Cloaks and Suits
Bonaz Embroidery Machine Operators, Experienced
THE T. EATON Co LIMITED
Apply
Factory Employment Office, 51 Alice Street
Factory Employment Office Open From 8 to 10 a.m.

A link between the old and the new method

be available for the women's shoe department during the holiday trade, overhauled its pay roll books for two years. Sixty names of former employees who might have married were secured and letters were sent to them asking them to help out, for part time at least, whether or no they needed the money that would be paid them.

EXPEDIENCY NOT THE ONLY CONSIDERATION

But such expedients valuable as they may be for emergencies, are after all only temporary. For the indispensable condition of permanent help we must look further. Unquestionably, the motive which operates chiefly in keeping an employe in a place is contentment—satisfaction with the work and the circumstances under which that work is performed. Thus we

EVERYBODY has noticed the striking copy now running in Canadian dailies for Black Jack Chewing Gum. This is one of the many well-known chewing gums manufactured by the American Chicle Company, New York, and the Canadian Chewing Gum Company, Toronto, firms that we are proud to number among our clients.

NORRIS-PATTERSON
LIMITED
Advertising Agency
MAIL BUILDING
TORONTO

find upon analysis that the thought, energy and skill of the more intelligent and discerning employers of labour are directed toward the establishment of conditions which taken altogether will tend to prevent the disintegration of their forces and minimize the economic losses caused by the departure of trained workers and the consequent "breaking in" of new help. One means by which this effect is secured, aside from decent ways and sanitary workrooms, which nowadays are indispensable, is adequate provision for the proper housing of employees. This, of course, applies only to industries located in towns and villages, not in cities.

THE OLD CONTRASTED WITH THE NEW

Formerly, and to some extent still, when a factory owner or manager went to a town, he built his shops, ordered his machinery and hired his hands without any further interest in them and often less than he paid to the selection of his equipment and structural material. Sometimes the order would be placed with a contractor of the jerry-builder type to put up a number of cheap flimsy dwellings. More often, however, the prospective employee, unless indeed there happened to be a serious shortage of houses, would be left to shift for themselves.

CARE FOR EMPLOYEES WARRANTED BY RESULTS

Since that time, however, there has been a change for the better. Not upon the urging of sentiment, but at the dictates of business. "It has been demonstrated," I quote from an article by R. J. Caldwell, of the Connecticut Mills Co., Dannelson, Connecticut, "that a mill worker who has a good home is worth more than one who lives in a shack or a mill alley of the old style of congested housing. Also that an investment in houses for mill operatives will bring a good return on the money. This makes the village beautiful, develops a practical solution of certain phases of the laborer question and introduces a co-operative relation between the operator and the operative that reaches outside the mill, mutualizes the interests and solidifies their relations. When our people have the best there is they have no desire to change employment or to leave us, for what would they gain by the change? A fleeting population is the bane of every mill or industry. Novices are expensive. Changes are disorganizing. Green help is poor and spells inefficiency. The tide of employees flows to us because of superior accommodations furnished and remains with us for the same reason. The economy is apparent."

THE COMMUNITY IDEA

Dannelson, Connecticut, where the Connecticut Mills are es-

tablished, is a clean little New England town of 3,500 inhabitants; paved streets, modern water and electric services, prosperous banks, stores and factories. Upon a tract of land of fifteen acres, a mile from the heart of the village, the owners of the Connecticut Mills are building what they call a Village Beautiful, a community within a community. Here the company houses its employees in attractive and comfortable houses, costing from $1,900 for singles ones, to $13,000, for two family ones, upon terms so reasonable that practically every man on the pay roll can afford to and desires to have a home of his own. Architecturally, the houses range from the Southern Colonial to the Queen Anne Cottage. All are lighted with electricity, have set ranges, fireplaces, refrigerators, hot and cold water plumbing, shower baths, and in fact are in every sense up-to-date. To live in such homes costs the mill operatives from $2.50 to $4.00 a week, which since they earn from $12 00 to $40.00 weekly is well within their means. A social worker lives in the village and gives her time to stimulating and organizing community interests.

SOME PRACTICAL EFFECTS OF PLAN

Of course the community idea is not new. But it is practical and it does achieve the purpose for which it was designed. The success of Lever Bros. in Port Sunlight, England, and the Roycrofters and Oneida community in the United States would seem to testify to that.

CANADIAN MANUFACTURERS SLOW TO ADOPT HOUSING PLANS

In Canada the idea does not seem to have been taken up to anything like the same avidity. One has to travel through some of the factory towns and observe the rows of crude, ugly and hastily-constructed shacks to realize the truth of this statement. Occupied principally by foreigners, destitute of the pride of home instinct that animates the Anglo-Saxon, these houses too often present a forbidding and repellant aspect, an eye-sore to the visitor and a source of shame to the town. Just so long as this sort of thing is allowed to continue, just so long will manufacturers and millowners have cause to complain of labor troubles. One wishes that a more hopeful view could be taken of the situation, and that it might be possible to prophesy with some degree of truth that labor tends more and more to become stabilized. But prevalent conditions compel one to admit in all candour that the immediate outlook in this country at any rate hardly warrants such a hopeful prediction. Much remains to be done before the workers lost in the industrial shuffle following upon the war will be content to take up their old duties again. One of the

first things that must be done in this direction is to cure the producer of the myopic vision which prevents him from seeing beyond the yearly dividend.

Healthy dividends are essential to progress, it is true, but even more important is a due regard for the necessities of the individual worker by whom those dividends are earned. Of this the industrial policy of Henry Ford forms a notable and encouraging example.

POWER CONTROLLER FORBIDS ELECTRIC ADVERTISING

WITH the object of saving at least 50,000 horse power, which is urgently needed by industries engaged in the production of war supplies, Sir Henry Drayton, Power Controller for Canada and Chairman of the Dominion Railway Board, on January 8th, issued an order prohibiting the use of electrical energy for advertising and ornamental lighting on and after January 15th. Under the heading of advertising is included the interiors of buildings during hours when the latter are not open for business.

Export of power to the United States will not be affected, it is understood, as the exportation limit is in the neighborhood of 100,000 horse power, and is not changed by Sir Henry's order, the Dominion Power Controller not being concerned so much with exports as the domestic situation.

The orders issued by Sir Henry and Sir Adam mean that in future no signs of an advertising character will be lighted until the time comes when electrical current is much more plentiful than at the present time. Street lighting is to be restricted to the utmost possible limit.

"THE SAME TO YOU!"

ECONOMIC ADVERTISING acknowledges with thanks the receipt of holiday greetings from The London *Advertiser*, The Mortimer Company Limited, San Francisco *Chronicle*, The Montreal *Herald*, West Canada Publishing Company, The London *Free Press*, Ottawa *Press-Journal*, The Halifax *Herald*, The Halifax *Mail*, The Halifax *Weekly Mail* and *Homestead*, The St. Catharines *Standard*, *Everywoman's World*, Edgar J. Guy, The *Canadian Home Journal*, The Philadelphia *Record*, The Montreal *Gazette*, The Regina *Leader*, The *Sun*, Swift Current, Sask., W. S. Marson, Montreal *Star*, and others.

Handsome calendars were also received from the Halifax *Herald* and Evening *Mail*, *Farm and Dairy*, Glace Bay *Gazette*, The Brown-Searle Printing Company, Massey-Harris.

CANADIAN COURIER CHANGES TO A FORTNIGHTLY

AFTER one year of strenuous effort, The *Canadian Courier* has reached the first set mark for itself of 50,000 paid subscribers. In order to serve better still the interests of those national advertisers who require the better paper stock it has been decided to print the *Courier* on book paper, and to increase its size to 36 pages per issue, with colour covers equal to the best now procurable. This decision has been reached as a result of the increase, after January 1st, 1918, of 33 1-3% in the price of the paper now used and the recent slight softening of prices of book paper.

However, owing to the fact that the publishers are still compelled to pay 33 1-3% more for the same grade of book paper than United States competitors, by reason of the duty on this paper, another change is made necessary, a change to fortnightly, instead of weekly issues.

A GREAT CIRCULATION RECORD

Itemized below is the net paid city and total TRIBUNE circulation from December 1st, 1916, to December 31st, 1917.

THE TRIBUNE considers this the greatest circulation record it has ever made in one year, notwithstanding the fact that it has made steady and consistent circulation progress each year for a period of four years.

An Advance in Price—A Paid-in-Advance Circulasion—An Actual Increase In Circulation Volume

On February 1st, 1917, THE TRIBUNE raised its subscription price from 25c. a month in the city by carrier to 43 1/3 c., or 10c. a week. It raised its subscription price by mail from $3.00 to $4.00. It raised its price to news-stand dealers over 75%. It also removed from its mailing lists all subscriptions in arrears, demanding that subscriptions be paid in advance.

This is THE TRIBUNE'S greatest circulation record. We are asking you to confirm this statement by a careful study of the figures tabulated below.

The increase in the month of December, 1917, over December, 1916, registered a total paid gain of 1,304.

The Tribune's Circulation Month by Month from Dec., 1916, to Dec., 1917, Inclusive

	City Paid Average	Total Paid Average		City Paid Average	Total Paid Average
December, 1916	24,516	34,064	June,	22,213	32,434
January, 1917	24,265	33,802	July	21,935	32,736
February	23,933	34,051	August	22,050	32,972
March	23,105	32,762	September	22,000	32,734
April	23,271	33,219	October	22,414	33,213
May	22,274	32,458	November	23,396	34,353

	City Paid Average	Total Paid Average
December, 1917 -	24,007	35,368

Net Paid Circulation Gain of 1,304. Higher Circulation Rate; a Strictly Paid-In-Advance Circulation; a Higher-Priced or Better Quality Circulation; Which is a Great Circulation Record, Growing Greater

THE WINNIPEG EVENING TRIBUNE

WINNIPEG, MANITOBA, CANADA

REPRESENTATIVE—W. E. SMITH, 18 Toronto St., TORONTO

A GREAT ADVERTISING RECORD

Tabulated below is the advertising score of THE TRIBUNE showing gains month by month since October, 1914.

Also a comparison of Winnipeg advertising figures for the last seven months of 1917.

These figures show conclusively that THE TRIBUNE now leads the Winnipeg field by a margin of 300,000 lines.

NUMBER OF AGATE LINES OF DISPLAY ADVERTISING CARRIED BY THE WINNIPEG EVENING TRIBUNE FOR THE YEARS 1914, 1915, 1916, 1917

	1914 Total Display	1915 Total Display	1916 Total Display	1917 Total Display
January		298,844	364,450	440,395
February		293,932	431,114	456,549
March		319,430	423,471	462,014
April		348,990	420,422	447,503
May		380,580	454,677	492,164
June		354,741	461,888	518,749
July		390,926	407,575	467,162
August		299,219	402,292	443,797
September	313,363	*348,022	467,472	551,188
October	369,849	388,394	484,076	570,623
November	336,391	426,457	504,599	649,567
December	439,415	530,915	590,230	671,046

*Special number published during this month, consisting of 150,252 agate lines, not included in the above.

LOCAL AND FOREIGN DISPLAY ADVERTISING

Published in the Winnipeg Dailies for the last Seven Months of 1917

	Tribune Agate Lines	Free Press Agate Lines	Telegram Agate Lines
June	518,749	487,408	396,810
July	467,162	392,899	342,262
August	443,797	391,651	347,607
September	551,188	485,676	376,230
October	570,623	526,533	406,355
November	649,567	641,778	430,960
December	671,046	593,807	418,651
Total	3,872,132	3,519,752	2,718,875

¶ THE TRIBUNE'S lead over either of its Winnipeg contemporaries, in local and foreign display, for seven months, is a new record, of which it is proud.

¶ THE TRIBUNE'S lead over its nearest contemporary in total local and foreign display advertising, published from June 1st to December 31st, 1917, is 352,380 agate lines.

¶ THE TRIBUNE'S lead over its second contemporary in total local and foreign display advertising, published from June 1st to December 31st, 1917, is 1,153,257 agate lines.

THE RAPID STRIDES

which THE TRIBUNE has made in prestige, local news items carried, news features, display advertising, circulation, etc., have made it the first medium in the City of Winnipeg.

THE TRIBUNE has accomplished what it set out to accomplish, and that was to build a newspaper so good that the public would demand it and to create an advertising medium so productive to advertisers that by concentrating advertising in its columns they would cover the Winnipeg field at a reasonable cost.

A summary such as is given by the figures tabulated above should be considered seriously by advertisers who want to cover the Winnipeg and Manitoba field.

THE WINNIPEG EVENING TRIBUNE

WINNIPEG, MANITOBA, CANADA

REPRESENTATIVE—W. E. SMITH, 18 Toronto St., TORONTO

THE · EDITORIAL

ECONOMIC ADVERTISING

Published monthly by Norris-Patterson, Mail Building, Toronto, Ontario, Canada. Subscription, $1.00 a year; 10c. a copy, United States postage, 50 cents extra; Foreign postage, $2.50.

TORONTO, JANUARY, 1918

CASHING IN ON AMERICAN ADVERTISING

SOME United States manufacturers, and by no means the least progressive, have for years consistently followed the policy of relying on their advertising in the American magazines and periodicals to establish their lines in Canada. How fallacious is this rule several instances will attest. One will suffice—Not long ago a man in Owen Sound, in looking through a copy of *Punch*, ran across an advertisement of Williams' Shaving Soap. He needed soap; the arguments in favor of Williams' were convincing, so he went to the trouble of getting a money-order from the post office in order that he might send to London, England, for a cake. It is true he might have had his want supplied at the nearest drug store, but he didn't know that. The chances are, too, that he had already seen Williams' Shaving Soap advertised in various American journals, and had received the impression—if he had been impressed at all—that the appeal was aimed straight at American readers.

Now, it is of no use to argue that this is an exceptional case, or that the customer should have known better, or that the point is immaterial. We may as well admit, however, that in all probability such instances are not numerous. But granted that this is so, it is at least reasonable to assume that this false idea of American advertising exists in the minds of Canadians to a far greater extent than it should, and that immediate action should be taken to counteract it. The American advertiser, if he is honest, would not consider his magazine advertising in his own country as superseding the newspaper in local influence; then why should he expect American magazines to take the place of Canadian publications with their strong national and local following?

Canada, it should be remembered, is just as much a separate entity as any state in the Union and is just as susceptible to intensive cultivation through its own local media.

ADVERTISING SECURES DEALER ACCEPTANCE FOR SALESMEN

TRADE paper advertising as a means of smoothing the path for the jobber salesmen is not a new thought. But the application of the idea to other forms of publicity is not

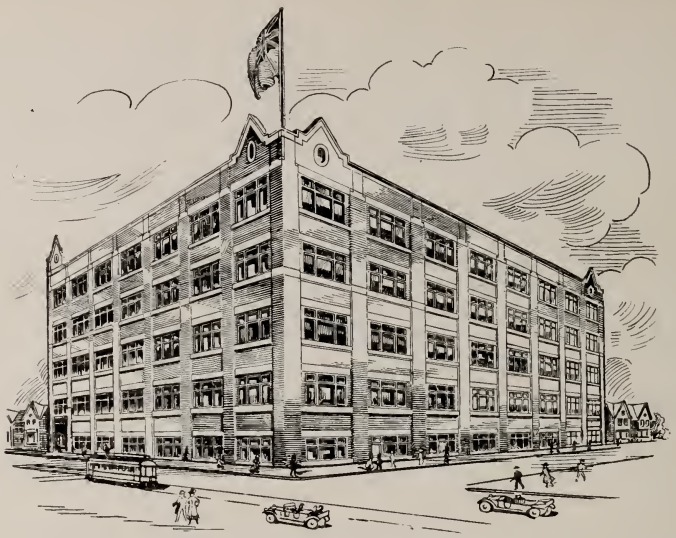
considered as it might be. Yet the retailer invariably reads his newspaper and magazine as carefully as he does his trade journal.

As a case in point there might be citedf the experience of a traveller representing the E. W. Gillett Co., Limited, when calling on a French-Canadian grocer in the Peace River District. To the customary approach and argument the dealer returned the answer that he wasn't interested. The traveller was mildly persistent. Finally the grocer dropped a chance remark to the effect that he never picked up a magazine or newspaper or trade paper, that he did not run across an advertisement for Magic Baking Powder or Gillett's Lye. This was the traveller's cue, and for a solid hour and a half he talked about his firm's advertising to the dealer with the result that he left the store with a fairly large order in his pocket. Advertising was the sesame that opened the way to the dealer's interest and desire.

In our eagerness to talk of winning consumer acceptance for an article we are prone to overlook the fact that the same advertising may concurrently be securing dealer acceptance for the product and the man who carries it. It is a significant sign of the time that the salesman has come to regard advertising as an ally rather than a possible rival. And it is but fair to conclude that it is largely to the prevalence of experiences similar to the one quoted that this striking change of attitude is due.

WHY NOT A UNIFORM SIZE FOR MAGAZINES?

THE irregularity of the Canadian magazine page appears to be a subject of debate at meetings where advertising men and publishers foregather. Usually the question is asked, "Why shouldn't Canadian magazines be made to conform to a standard size?" Usually there is no answer. Nearly every one concerned is agreed that if the size of the magazine page were fixed by general agreement many hundreds of dollars annually would be saved to advertisers and publishers. To the advertiser in the cost of new plates; to the publisher in paper. And this conclusion omits entirely any consideration of loss of advertising patronage from this side as well as from the United States due to this one defect alone. One day the magazine publishers will get together and decide not only on a standard sized page, but on a uniform quality of stock as well. Meanwhile, their lack of unanimity on these points, at a time when the need for thrift and saving is urged upon all of us, is enough to make the economist mourn.



CONTINENTAL PUBLISHING COMPANY BUILDS NEW HOME

On the north corner of Spadina and Grange avenues, a new industrial building is now being erected for Continental Publishing Co. Ltd., publishers of *Everywoman's World* and *Rural Canada*. It will be five storeys high, each floor having an area of over 10,000 sq. ft. net. The most modern construction is being followed throughout. The building will be lighted on all four sides, and the frontage of 108 ft. on Spadina Ave. will stand as an excellent advertisement for the firm. The ground floor is being especially constructed to house a modern periodical printing plant and bindery, while the company's general and editorial offices will be on the third floor.

THE PRAYER OF THE NATION

God give us men! A time like this demands
Strong minds, great hearts, true faith and ready hands.
Men whom the lust of office does not kill;
Men whom the spoils of office cannot buy;
Men who possess opinions, and a will;
Men who have honor, and who will not lie.
Tall men, sun-crowned, who live above the fog
In public duty, and in private thinking.

—J. G. Holland.

LEAVES THE T. EATON CO.

A. H. Maclauchlan, who has been connected with the mail and art departments of the T. Eaton Co., Toronto, for the past eight years, during the last three of which he acted as advertising manager, resigned his position on December 31st. On January 9th he received a pleasant surprise at his home, 41 Briar Hill Avenue, when Geo. W. Hastings, on behalf of the staff of the department, presented him with a beautiful upholstered chair and illuminated address of a unique character. After the presentation games were played and refreshments served.

GIVING DIRECTION TO THE ARROW

XI.

SOMETHING OF THE WORK AND PERSONALITY OF F. W. STEWART, OF THE CLUETT, PEABODY CO., CANADA, WHO IS ONE OF THE OUTSTANDING FIGURES IN CANADIAN ADVERTISING

WHEN young Fred. Stewart landed a job with Greenshields, Limited, of Montreal, in Montreal, in 1883, he brought with him a capacity for work and a faculty for making friends. After a lapse of some 35 years he finds himself with his original capital unimpaired. Before this notable event he had earned an extravagant salary of $10 a month—wages, they called it in those days—in return for which he swept floors, made out invoices, collected accounts, and managed a branch of a warehousing company.

But Fate, unkind mistress though she may be at times, had had better things in store for Fred. Stewart, for by 1888, she had collared and cuffed him into a better job with Tooke Bros. Here by dint of careful, patient effort he remained for 13 years, during which period the firm grew from a small concern to a national manufacturing company. By this time he began to know something of the shirt and collar business. Advancing step by step, he finally stepped out altogether and in 1901 linked his fortune with those of the Salem Company. This venture, however, did not prove as profitable as he had anticipated so five years later we find him busily employed in Vancouver, establishing a branch warehouse for Mark Fisher, Sons & Co. But no place looked so good to him as his native town, which explains why, after two years on the Coast, he went back to Montreal and became associated again with Tooke Bros., Limited. Here he stayed until the opening of the Canadian branch of the Cluett, Peabody Co., in St. Johns, P.Q., when he was offered the post of sales manager and accepted it.

Such is the brief and bald outline of the career of one whose road to success has been almost as straight and unbroken as the arrow which symbolizes the product he sells.

What of the man himself? Personally, he is genial, democratic, and kindly. There's hardly a man in the business from ocean to ocean he doesn't know, and can call by his first name. And while he finds pleasure in conversing with heads of departments, he is always ready to pass the time of day or talk over business problems with the man behind the counter. He is always accessible, moreover, to the least important member in the whole organization and any caller who

has the slightest claim upon his time is reasonably assured of a cordial reception and an attentive hearing. The result of this policy has been that the relations of every one with the company, both inside and out, are remarkably harmonious and pleasant.

F. W. possesses the knack, so to speak, of keeping every one around him on his toes. Though he is the mainspring of the organization, he sees to it that every man individually receives credit for his work. His letters to the salesmen and to the branch managers are invariably characterized by words of inspiration and encouragement rather than complaint and fault-finding. He believes in the tactful handling of men and as a result is rewarded by their whole-hearted loyalty and support. To this factor as much as to anything else is most probably due the remarkable growth of the Canadian department since its inception about eight years ago. To-day Arrow collars and shirts are now shipped from five points in Canada, from Glace Bay, C.B., to Dawson, Y.T., and are on sale in the majority of the men's stores in the cities and towns between those two points.

Mr. Stewart's staple recreation is the royal and ancient game of golf. True, he sometimes goes fishing, but it seems as if his native modesty would forever preclude him from winning anything like renown in this agreeable branch of sport. He is, however, a most enthusiastic baseball and hockey fan, and it is safe to say there are few games of importance in Montreal that find him absent from the bleachers or the grandstand. As to clubs, he is a member of the Engineers, Montreal, past president of the Montreal Publicity Association, and the C. M. A. Just now he is giving much of his time to the handling of publicity for the Food Control Commission, and it is likely that this work will keep him in the Capital for the next six months. In this action there is exemplified a spirit of unselfish service to the country worthy of more general emulation.

"He's a regular man and he knows his business." This tribute uttered by one who knows him well, describes the character and ability of F. W. Stewart as effectively as anything that could be said. Any one skilled in reading faces would likely learn as much from a brief study of the portrait on the cover.

The lessons on telephone etiquette didn't come any too soon. There are still, however, a number of salesmen, and others, who take it as a mark of greatness to instruct the office boy or the stenographer to call a customer or prospective customer over the 'phone and then keep him awaiting their lordly pleasure. It is significant that such a breach of good manners is usually restricted to the small fry and understrappers; the really big men are above it. All of which tends to show the inherent value of courtesy as a business asset.

A NEW FOOD PRODUCT ON THE MARKET

AFTER MANY DELAYS AND FALSE STARTS OLEOMARGARINE ARRIVES AT LAST—ECONOMY OPEN TO QUESTION—PRICE ONLY SLIGHTLY BELOW THAT OF BUTTER

THE expected has happened; oleomargarine has finally come to the Canadian market. The famous substitute for butter now becomes its chief competitor. Yet it is by no means certain at this date that the public will flock to buy margarine to the extent that has been predicted. For one thing the retail price is still too high as compared with prices elsewhere. The differential saving, moreover, is still too slight to induce many people to buy oleomargarine in preference to butter.

The belief is current among those who should know that the new product should be sold in Toronto for 30 cents a pound instead of from 35 to 37—the prices recently quoted. From this view as expressed by Dr. Hastings, M.H.O., for Toronto, the Hon. W. J. Hanna, Government Food Controller, ventures to dissent. To a newspaper interviewer the other day he was quoted as saying that if a citizen wants to buy and use oleo and thinks this price is too much, then he ought to import it himself if he can get it cheaper at Buffalo, Detroit or any other place.

"It is a simple matter to import it," said Mr. Hanna. "The duty, including war tax, has been suspended on oleo. There is only the freight to pay. A license to import it costs nothing but the application.

"Oleo is like other commodities—it varies in price and in quality. We have investigated many cases of complaints from people who complained of the extreme price, and in no case have we found a merchant charging more than a spread of 5c. a pound between the cost and selling price. If any merchants are doing this we should be glad to get the particulars. Most of the oleo that comes in is laid down at 32 to 33 cents a pound."

Still another view of the question is presented by a soldier in a letter to the Toronto *World*, in which he propounds the pertinent query:—

"How is it that in London, in spite of the scarcity of foodstuffs and all the factors to make prices soar (not least of which is the immense demand for supplies for the army and navy), this particular article, introduced with the object of helping to fight the high cost of living in Canada, should be obtainable at such a low price (22 cents) compared with that asked in Toronto?

"Whose is the fault for the exorbitant demands of the food trusts, and what is the Food Controller doing about it?

"They will probably try to tell the gullible public that the Canadian product is greatly superior to the English one. That would be an untruth, for

the particular article advertised in the attached cutting is so near an approach to butter that it is not easily distinguished from the latter article, whereas a blind person with no palate could detect the disguise of the Canadian product at once.

The writer, as a soldier, has eaten the "Maypole margarine" on his bread,

Put H. A. Brand Oleomargarine To the Table Test
SERVE it without explanation. Give your folks this whole some new spread for daily bread and see if they detect the difference. When the meal is over ask them how they like H. A. Brand Oleomargarine. Tell them how much you could save each week by serving it instead of butter. Let the decision rest with them.
We know that folks cannot tell the difference between H.A. Brand Oleomargarine and creamery butter.
H. A. Brand Oleomargarine is churned in a spotless, all-white creamery, right under the eyes of the Canadian Government Inspectors. It is as clean and pure as if you had made it in your own kitchen.
Because of the big percentage of creamery butter used in its manufacture, H. A. Brand Oleomargarine has the true flavor and rich yellow color of the best of butter.
Make the table test to-day.
But insist that your grocer or butcher sell you H. A. BRAND. You must start your folks with the best. If you wish to induce them to use an economical butter substitute.
H·A BRAND
OLEOMARGARINE
is the best we can make—we are so proud of its quality that we have placed it under the H. A. Brand label—the label which only our highest grade products bear.
Insist upon H. A. BRAND Oleomargarine.
It is Made in Canada.
THE HARRIS ABATTOIR COMPANY, LIMITED
TORONTO, CANADA
MUSIC LESSONS FOR DAUGHTER?
The Money saved by using H. A. Brand Oleomargarine instead of butter will help pay for a child's musical training

An ingenious economy plea

but would hesitate, though not very "finnicky," to use the oleomargarine he sampled in Toronto yesterday in that manner."

Yet in the face of all this, oleomargarine is reported as selling well, the only complaint of local (Toronto) wholesalers being that consignments are not sufficient to supply the demand. Cars arriving are already sold when they get here. One dealer stated that he had exhausted the shipments of margarine allowed in his permit, and another one from the Food Controller was necessary before he could receive any more. It is evident that the public intend to give the article a good trial, and with that end in view are buying freely. Whether the present demand will be maintained remains to be seen.

Oleomargarine was first discovered in 1870 by a French chemist—Mege Mouries—in response, it is said, to a prize offered by Emperor Napoleon III. for the discovery of a cheap and satisfactory substitute for butter. The discovery, coming as it did just before the siege of Paris by the Germans, was a great boon to the Parisians. Oleomargarine was the butter of the siege, and its merits became widely known.

Oleomargarine of that day was produced from beef fat only, and while sweet and wholesome was not the attractive and palatable food it is to-day. The evolution was accomplished by the addition of other fats and oils which gave the product a more satisfactory body, aroma and flavor. To-day it is made of milk solid or butter fat, vegetable oil, neutral and oleo oil or animal fat.

The regulations in Canada provide that oleomargarine must be put up in a one or two-pound carton for domestic use. They also provide that it may be sold in tubs or larger packages to bakers, lumber camps or people who do not resell. On this basis they have a tendency to protect the consumer when buying oleomargarine.

MEN AND MEDIA

The following excerpt taken from a recent statement of policy issued by the editors of the New Sarnia *Canadian Observer* is significant: "At times we will give expression to our opinions on national issues, but we realize that the people do not expect or wish us to spend time and space in the effort to give them political education. They look to the larger city dailies for inspiration along this line."

Quite evidently it is their intention to publish a non-partisan paper, not only during the war, but after it. Present circumstances, of course, tend to obliterate all signs of party lines, but why direct attention to the large city dailies as a source of political education? This looks like a confession of weakness, and one which a smaller paper can hardly afford to make. In presenting a complete record of the day's events, a paper can no more logically exclude a resume of the current political situation, than it can of general news. The result, therefore, of the *Canadian Observer*'s attempt to evade this responsibiliy, is likely to be awaited with a good deal of interest.

* * *

About $535,000 is the amount owed by the Montreal Daily Mail Publishing Co., Limited, and the Evening News Co., Limited, according to proceedings before Justice Allard, in the Practice Division of the Superior Court, in connection with a meeting of the creditors of the two defunct newspapers. The creditors number nearly 300, of whom 125 are former employes, who claim unpaid salaries. John D. Wallace was appointed liquidator, and five inspectors were appointed. Both the *Mail* and *News* were under one management, the *News* ceasing publication a few months before the *Mail*, a morning paper, discontinued.

* * *

A volume of martial verse, entitled "Sea Dogs and Men-at Arms," by J. E. Middleton who conducts "The Colyum" in the Toronto *Daily News*, is announced for early publication by G. P. Putnam's Sons, of New York. As a versifier, Mr. Middleton, better known by his initials J. E. M., has won for himself a large following of friends and admirers who will no doubt look forward with as much interest to the advent of his new book as they do to the fresh contribution from his pen each day.

* * *

David Allan Watt, for a number of years editor of the *Canadian Naturalist*, is dead in his eighty-eight year.

* * *

Frank L. Watson, late of the Calgary *News-Telegram*, and more recently connected with the Windsor *Free Press*, has been appointed advertising manager of the St. Thomas *Times*. Mr. Watson is a native of Sydney, Australia. In addition to his experience in Canada, he spent seven years in the advertising business in London, England, his work there taking him to the principal cities in the United Kingdom.

* * *

G. O. Wheeler of Moose Jaw, Sask., has taken the position of city editor on the Nelson *Daily News*, succeeding A. C. Yokom.

* * *

M. E. Nichols, of Montreal, for several years editor of the Winnipeg *Telegram*, and more recently publisher of the Montreal *Daily News*, and *Daily Mail*, has been appointed director of public information in Ottawa, his function being to give out for publicatiion reports on the war situation as they reach the Government from overseas.

* * *

As soon as the extent of the Halifax disaster became evident, J. S. Crate, managing editor of the *Press-Journal* Ottawa, made the appeal, "Help

DESIGNERS
COPY-WRITERS
PRINTERS

Our equipment and the men behind it assure perfect satisfaction to every buyer of Acton Printing.

WRITE, WIRE OR PHONE US
ABOUT YOUR PRINTING NEEDS

Acton
Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

Halifax." During the first thirty-six hours the fund was open, over $1,700 was secured, the money being sent directly to the office and also contributed at collections taken up in a theatre by members of the Journal staff. This fund was entirely independent of the action of the civic authorities.

* * *

The Brockville *Recorder* and the *Times* have amalgamated and henceforth the business will be under one management. The two papers will be published until January 26th, when they will be united as *The Recorder and Times*. The details of the transaction have not been given out, but it is rumored that Hon. George P. Graham, who has long been connected with newspaper work in Eastern Ontario, will be the head of the new organization.

* * *

The Halifax newspapers, which were badly crippled in the disaster of December 6th, have made a remarkable recovery. Both the *Morning Chronicle* and The Halifax *Herald* issued special New Year editions, the former 40 pages and the latter 48 pages.

* * *

There appears to be no limit to the depth of generosity of Winnipeg and Western Canada. Each new appeal made only serves to further tap a new spring of kindness and the magnanimous spirit flows as abundantly as ever. This was more than demonstrated in the recent appeal for aid for the sufferers of the Halifax disaster. Immediately the news of what had happened to that far-away city had been circulated throughout the West, there arose an irresistible desire to help. As is usual on such occasions the Winnipeg *Free Press* opened up a relief fund, and within 48 hours the first $8,000 had been raised and despatched to Halifax. From individuals and societies, wealthy farmers and struggling homesteaders, came in subscriptions with messages of sympathy for the stricken

ARE YOU WATCHING
WINDSOR
and Border Cities Grow ?
Population Now 40,000
The
Windsor Record
Only Canadian Daily Within Fifty Miles.
Circulation, Dec., 10,368
RATES (Plate)

Under 1,000 lines	- -	3½
Over 1,000 "	- -	2¾
" 5,000 "	- -	2½
" 10,000 "	- -	2¼

JOHN A. McKAY, Publisher

Highest Grade
ELECTROS
AND
STEREOS
PROMPT and EFFICIENT SERVICE
Rapid Electrotype Co. of Canada, Limited
MONTREAL TORONTO WINDSOR

city and an expression of their joy in being able to give. The *Free Press* fund was rapidly augmented, and within the two weeks following the day of the disaster over $60,000 had been sent to the sufferers. Treasurer Fleming, of the Halifax Relief Fund, in a telegram he sent to the *Free Press* expressed the gratitude of the sufferers for the help which Western Canada had so freely and promply given through the medium of that paper.

* * *

Robertson Y. MacLean, formerly advertising manager of *Everywoman's World*, and latterly with the Reid Press, Hamilton, has joined the staff of *Canada Weekly*, Toronto.

* * *

The Kingston, Ont., Daily *Standard* immediately after the Halifax disaster opened a fund for the relief of the Halifax sufferers and in three weeks time raised over $3000 by private subscriptions which were sent in to the *Standard* office. At the same time the *Standard* had a fund running to provide Christmas dinners for returned soldiers in the convalescent homes and hospitals in the city, and for this it raised $600, thereby assuring to all the convalescentsoldiers in Kingston a fine Christmas dinner, with all sorts of delicacies which could hardly have been secured otherwise.

* * *

E. D. Reed, formerly with Hamilton Advertisers Agency, has been placed in charge of the advertising department of the F. F. Dalley Corporations Limited. Mr. Reed is anxious to receive circulation, data and rate cards from Canadian and American publishers. All such should be addressed to the F. F. Dalley Corporations Limited, Sun Life Building, Hamilton, Canada ; attention E. D. Reed, advertising department.

* * *

The Wilmington (Del.) *Evening Journal* is making a local campaign for funds and supplies for the Hali-

Start the New Year Right

by using the advertising columns of the

EDMONTON JOURNAL

to develop the market in Northern Alberta for your production.

Results assured.

EDMONTON JOURNAL
Branch Canadian Newspapers Ltd.,
EDMONTON, ALTA.

The Paper that leads in Alberta

The Calgary Daily Herald has the largest circulation of any newspaper in Alberta. Guaranteed by Audit Bureau of Circulations.

It is the paper that carries the largest volume of advertising

Chosen by all discriminating advertisers who want results. Write for rates and circulation statements

The Herald Publishing Co.
Limited
Calgary, Alberta

DAILY AND WEEKLY

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

fax explosion sufferers and is meeting with ready response from the public.

* * *

Arthur Ford, Ottawa correspondent for the Toronto *News*, and president of the Parliamentary Press Gallery, was a candidate for alderman in the municipal elections in Ottawa.

* * *

Action for libel has been entered by E. F. Hutchings against certain Winnipeg papers upon the ground that statements published concerning the attitude of himself and his son toward the Military Service Act were unfounded.

* * *

As the result of publishing an unsigned letter which is alleged to have reflected upon the integrity of M. J. O'Brien, of Renfrew, a candidate in the Dominion elections, P. McHugh, publisher of the *Leader*, Eganville Ontario, has been served with a writ for libel. Mr. McHugh refused to divulge the name of the author of the letter, which action would have satisfied the complainant, and the suit for unstated damages followed.

* * *

Solomon Gosnell, editor of the *Monitor*, Highgate, Ontario, was recently killed at a railroad crossing.

* * *

Newsboys selling the Sault Ste. Marie (Mich, and Ont.) *Evening News* on December 20 kept for themselves the entire proceeds of their sales. It was their Christmas present.

* * *

Robert Matheson, successively owner of the Milton *Champion*, the St. Catherines *News*, the Clinton *New Era* and the Chicago *Canadian-American*, is dead at the age of eighty-three years.

* * *

Alfred McGinley, editor of the St. John, N. B., *Standard*, is being urged by friends to accept a nomination to fill the vacancy on the Commission Board of St. John.

Factories are busy, business is humming, people are prosperous Bank Clearings, Customs Returns, and Trade Reviews at Kitchener and Waterloo are Buoyant.

The KITCHENER NEWS RECORD

(Member A.B.C.)

Conveys the Advertisers' message into 3,103 of the 4,500 homes in the Twin City by personal carrier every afternoon. That's "Covering the Field"

Hamilton Newspaper Union List

COMPRISING

56 First-Class Weekly Papers

Sworn Circulation over 47,000 weekly

If you have something to sell to the Farmers of this Province it will pay you to use this list.

Rates and List on application

Hamilton Newspaper Union

HAMILTON, ONT.

John M. Grant, for over two years reporter on the Brantford *Expositor* and before that on the *Free Press* and the *Journal* of Ottawa, has joined the reporting staff of the Toronto *Globe*.

* * *

The St. Catharines *Journal* suffered $10,000 loss by fire, Jan. 18, while the owner, Ald. J. M. Elson, was attending Council meeting.

* * *

George Brigden, of Brigden's, Limited, Toronto, was elected chairman recently of the Advisory Committee of the Board of Education. What makes the occasion unique is that it happens to be the first time that any one not actually a member of the Board has been elected to this position.

* * *

Hereafter *MacLean's Magazine* will be placed on sale on the newstands right across Canada on the first of the month. Arrangements have been made for shipping the supply to the distant Eastern and Western Provinces so that they will reach their destinations at the right time. Copies addressed direct to subscribers will also be mailed from the office of publication to reach subscribers in Ontario, the Western Provinces and the Maritimes as nearly as possible on the first day of the month. Heretofore the issues have been mailed starting about the 18th or 20th and the last copies going out about the end of the month. It is felt that readers and advertisers will be better served by having simultaneous release in Canada on the first day of each month.

* * *

The Edmonton *Journal* announces the arrival of a new straight line sextuple Hoe press, which they expect to have running about the 12th of February. The press has a capacity of 48,000 per hour on 4 to 12 pages; 24,000 per hour on 14 to 24 pages; 12,000 per hour on 28 to 48 pages. The size of the page will be 8 columns, 12½ ems, and 21½ inches deep. With this press installed the *Journal* will improve its service to its readers, and the paper will present a more attractive appearance in view of better reproduction from electros and stereos.

* * *

Beginning January 21st, the *Mail and Empire*, Toronto, will be an 8-column paper. The width of the column will be reduced from 13 to 12½ ems; the length of the column—20 inches—will remain unchanged.

* * *

The growing importance attached to color advertising in Canada is indicated by the fact that the color department of Brigden's Limited, Toronto, recently expended $4,500 in new presses and $750 in a new camera lens. The reputation of Brigden's Limited has been considerably enhanced by the latterly exceptionally fine character of their work as exemplified by color pages in the magazines for the E. W. Gillett Co., Limited, the McLaughlin Motor Car Co., and the Monarch Knitting Co.

TRUMAN DE WEESE WILL ADDRESS TORONTO AD CLUB

Truman A. De Weese, director of publicity for the Shredded Wheat Company, will address the members of the Toronto Advertising Club in the Board of Trade assembly rooms, on Tuesday, January 29th, at 6.30 p.m. Mr. De Weese is too well known to require any introduction to Canadians and his address on "Keeping a Dollar at Work" is sure to arouse unusual interest and appreciation. The attendance at the meeting will doubtless be large.

Wanted, by a bored public, a business man who is neither hard-headed nor tired.

RECENT ADS—Good and Otherwise

By The Captious Critic

"MAKE it black," said the advertiser to his agent; and the agent did. Perhaps it was some such direction that caused the designer of the Minty Tooth paste announcement to spread round the India ink with a free and flowing hand. Certainly the resultant

Minty's
Tooth Paste
Necessary to Good Teeth
Minty's brings out the natural whiteness of the teeth and leaves a delightfully refreshing after-effect. It is as pleasant as its action is effective.
Sold at all drug stores and guaranteed 25 cents.

Poor taste

effect "stands out" all right; but one could reasonably wish that a little more artistic discretion had been exercised in the process. A man might attend a ball in a coal-heaver's outfit, but few would care to emulate the action that made him conspicuous. All of which leads us to the conclusion that no advertiser can sin against the canons of good taste without doing violence to the sensibilities of his readers. As it stands the arrangement could be improved by securing the complete identification of the container as well as by omitting the inconsistent thin side rules and the useless top line border. The copy istelf might be more explanatory.

* * *

For some years now the Critic has observed the "Viyella" flannel advertisement in the daily papers, but so far has never felt any inclination to inquire for "Viyella" flannel shirts or pyjamas at the shop which supplies him with his intimate needs. Presumably, there are others who have, but it is a natural presumption that their number is small. Some informative copy about "Viyella" flannel, including

"VIYELLA"
FLANNEL
The Queen of English Flannels for Fall 1917
"VIYELLA" is specially adapted for WOMEN'S SHIRT WAISTS, SUITS, DRESSING GOWNS, CHILDREN'S WEAR AND INFANTS' LAYETTES
MEN'S FLANNEL SHIRTS, PYJAMAS, ETC.
"VIYELLA" can be obtained at all leading stores
Facsimile of Label on Every 2½ Yards
DOES NOT SHRINK
"Viyella"
For FROCKS KNICKERBOCKERS NIGHT DRESSES, DAY SHIRTS, PYJAMAS etc
AVOID IMITATIONS
DOES NOT SHRINK

"Words! Words! Words!"

its special points of merit, would undoubtedly have more weight with the potential customer than the "scare-head" style of advertising at present employed. "Avoid imitations" and "Does not shrink" are negative statements such as might be applied

Link Economy with Production
"Buy according to food values, save by purchasing economically, and in so doing study 'food values' —National Service Board.
COWAN'S COCOA—
"Perfection Brand" Purest and Best

Guess what it means

to any product. Few people are likely to ask for a brand unless they have some good specific reasons for so doing. It is palpably the function of the "Vi-yella" advertisement to supply those reasons.

* * *

In its make up of several component parts all clamoring for attention the Cowan's Cocoa advertisement is defective in so far as it is lacking in unity and repose. When the ancient Greeks found a dramatist wandering from his theme they used to exclaim: "What has this to do with Apollo?" A similar query might, with equal propriety be propounded here. What has the illustration of the harvest home to do with the subject of cocoa? A rearrangement of the matter "playing up" the comparative test as exemplified by the two vials and eliminating altogether the ideas which are alien to the subject proper would do much to increase the effectiveness of the announcement. Again the deduction reached concerning the relative values of ordinary cocoa and the Cowan product seems rather inconclusive. The first vial illustrates the unusual amount of sediment of ordinary cocoas unboiled, the second the "sediment of Cowan's Cocoa when boiled from 1 to 3 minutes." Since both vials contain exactly the same quantity of sediment one fails to see wherein the claim regarding the superiority of the Cowan brand is justified. Perhaps the advertiser will explain.

* * *

It is fair to suppose that every young man with a dash of sporting blood in his veins will be attracted by the appeal of the Royal Flying Corps. The copy is terse, vivid and picturesque; it tells just enough about this exciting branch of the service to whet the appetite of the youngster in search of adventure. The art work, too, is of a character too seldom found in Canadian advertising. The pose and the

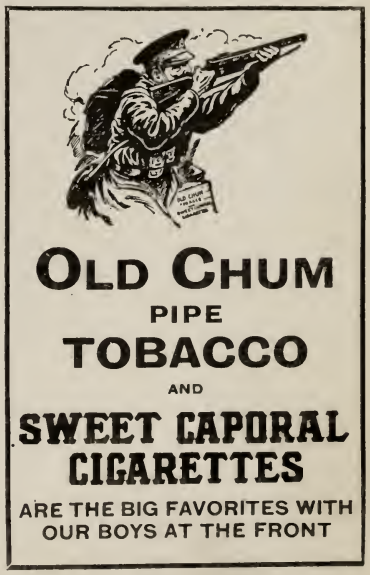
expressions depicted on the features of the two principal figures, the fine artistic reticence in drawing, and the careful composition and striking technique of the illustration all call for high commendation. A distinctive

Aerial Warriors
MASTERY of the air prevents the loss of thousands of allied troops. The more aeroplanes we can maintain at the front the greater becomes the security of our men in the trenches, and the more effective our artillery fire.
For our aerial warriors are the eyes of the army, guarding our troops from surprise tactics of the enemy, laying bare his deadly plans and directing our own guns with unfailing accuracy.
At the same time they clear the air of Hun machines—thus "putting out the eyes" of the enemy batteries.
Young men from 18 to 30, strong, keen and courageous, men of fair education, and eager for accomplishment, will find the opportunities in the Imperial Air Service very attractive. While training for their commissions cadets receive $1.10 per day. Class I, open under the M.S. Act are eligible. Those wishing to enroll as cadets should either write or apply in person to one of the following addresses:
Imperial
Royal Flying Corps
Recruiting Office: 97 King Street East, TORONTO

Full of human attraction

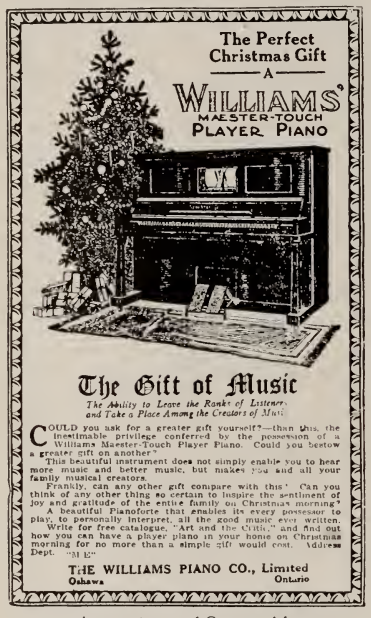
touch is lent the text by the adoption of a band-lettered display line. "Aerial Warriors" is a happy expression for those daring spirits who sail the ethereal. Not the least meritorious part of this exceptional advertisement is the judicious use of white space which tends to throw the announcement into strong relief, even on the most closely crowded pages.

The artist who drew the soldier in the Old Chum advertisement must have taken his subject from Valcartier. Certainly no Tommy appears in the trenches dressed as the picture portrays him. For one thing a steel helmet replaces the conventional khaki cap; as for the rifle, it is difficult to tell what category it belongs to. Maybe it was specially designed for shooting at the butts. Such inaccuracies of detail may pass unnoticed by



Why?

those not directly concerned in military life, but they are apt to raise a laugh on the part of those who know. Instead of an illustration of a peace-time soldier would it not be more appropriate to show two or three Tommies in trench costume, obviously

enjoying Old Chum tobacco and Sweet Caporal cigarettes? Then this might be followed up with copy which explains how the tobacco and cigarettes are prepared for overseas delivery, the quantities in which they may be

The Perfect Christmas Gift
A
WILLIAMS'
MAESTER-TOUCH
PLAYER PIANO
The Gift of Music
The Ability to Leave the Ranks of Listeners and Take a Place Among the Creators of Music
COULD you ask for a greater gift yourself?—than this, the inestimable privilege conferred by the possession of a Williams Maester-Touch Player Piano. Could you bestow a greater gift on another?
This beautiful instrument does not simply enable you to hear more music and better music, but makes You and all your family musical creators.
Frankly, can any other gift compare with this? Can you think of any other thing so certain to inspire the sentiment of joy and gratitude of the entire family on Christmas morning?
A beautiful Pianoforte that enables its every possessor to play, to personally interpret, all the good music ever written.
Write for free catalogue, "Art and the Critic," and find out how you can have a player piano in your home on Christmas morning for no more than a simple gift would cost. Address Dept. "M 12"
THE WILLIAMS PIANO CO., Limited
Oshawa Ontario

Attractive and Seasonable

bought, and the price at which they are sold. All such information is relevant since it answers the questions which naturally arise in the reader's mind as he reads the announcement. As it is now there is little in the composition of the advertisement to create a favorable impression.

* * *

The festal spirit of Christmas as a season of mirth and music is admirably suggested by the Williams' piano advertisement. There stands the Yule-tree beside the beautifully polished instrument; underneath the suggestive title "The Gift of Music." The scene conjures up in the reader's mind one that might easily happen in his own home. The matter that follows sets forth interestingly and persuasively the decided benefits that accrue from making permanency as well as continuous service an indispensable part of a Christmas gift. Weak, aneamic generalities as a rule are the earmarks of piano advertising; but strength as well as facility in expression in the Williams' advertisement belie the contention that this condition. need be perpetual. Restrained force and marked ability in the presentation of common sense arguments are its chief characteristics.

APOLOGIZED FOR UNFAIR ADVERTISEMENT

AT the annual meeting of the Ontario Motor League, held in Toronto, January 21st, H. H. Williams, chairman of the Campaign Committee of the Toronto and York Patriotic Fund, made an apology for a full-page advertisement recently appearing in the morning papers, in which some reflection was cast upon motorists. Mr. Williams stated he had not seen the advertisement in question until it came out in the papers. Dr. P. E. Doolittle added that fully 90 per cent. of the money donated to the fund comes from motor owners, and in addition he pointed to the fine work being done by motorists in the reception of returning veterans. The motor, he assured the public, is no longer a means of pleasure, but a commercial necessity.

Getting Real Value For $52 Per Month

A hundred line advertisement once a week in the Daily World and every Sunday for one year in the Sunday World costs the advertiser, on a combination contract at existing low rates, only $624 per year, or $52 per month. This gives a total of 104 advertisements at a weekly cost of $12 with the privilege of changing advertisement every week. The combination contract, covering the Daily and Sunday World, makes one of the good advertising buys that can be used to advantage by the small advertiser as well as the user of space in more generous quantities.

The Toronto World, Toronto

GOOD NEWS

For National Advertisers

ON January 19, 1918, the Canadian Courier will again be printed on book paper; and the size increased to 36 pages per issue. The Publishers have worked out a plan whereby the already large circulation of more than 50,000 can be further increased and the magazine printed on book-paper again—*without* increasing the advertising rate per thousand of circulation.

Announcements have been sent to all national advertisers, of the change in issue necessary to accomplish this—a change from weekly to

FORTNIGHTLY ISSUE

As a very *small* percentage, indeed, of national advertisers use the 52 issues of the year and a very *large* percentage use from 12 to 26 issues, this change will materially strengthen the impression made by their advertisements.

CANADIAN
COURIER
TORONTO

A.B.C. Audit. **Circulation 50,000 Guaranteed** Rate 30c. a line.

Economic Advertising

A Monthly Magazine of Canadian Advertising

Toronto, February, 1918

W. A. LYDIATT who with this issue becomes Editor and Sole Proprietor of ECONOMIC ADVERTISING

See pages 3-6

Timely Advertising

POSTER advertising is one of the most direct, forceful means for influencing public action, for changing habit and for creating new designs.

Its beauty, strength, impressive sizes and aggressive repetition, the fact that it positively eliminates waste circulation, going right to the very spots where it is most useful, make it very valuable.

The Gillette poster above has just shown this throughout Canada. It has sold thousands of razors and created many new Gillette friends.

POSTER ADVERTISING ASSOCIATION OF CANADA

W. W. SCANE, SECRETARY, CHATHAM

OFFICIAL REPRESENTATIVES

Harry Duker, Limited - - - - Vancouver, B.C.
A. R. Kent - - - 804 Kent Building, Toronto, Ont.
London Bill Posting Agency - - - London, Ont.
The Lindsay-Walker Co., Limited - - Winnipeg, Man.
E. L. Ruddy Co. - 11 Wellington St. East, Toronto, Ont.
Wadsworth-Nathanson Co., 501 C.P.R. Building, Toronto, Ont.
Canadian Poster Company - Lewis Building, Montreal, Que.

THE PROBLEM OF SALESMEN

IN the constant endeavour to cut down selling costs and get more and better sales, a great number of Canadian manufacturers are turning to the great merchandising mediums and assisting their salesmen through consumer and dealer-influencing advertising. One manufacturer, after using a full page in each issue for over two years, appreciates the real sales power of EVERYWOMAN'S WORLD to the extent that now for the twelve issues of this year he invests with us $9,050.00 in ten full pages at $680.00 each and two back covers in full colors at $1,125.00 each. Others run up to $8,000.00 and a goodly number invest from $4,000.00 to $5,000.00 a year in EVERYWOMAN'S WORLD, having proved absolutely that through this magazine they can sell more efficiently and more economically than otherwise.

With RURAL CANADA concentrating in the rich rural districts, in addition to EVERYWOMAN'S WORLD selling throughout Canada, there is now available, on annual full schedules, space in these two magazines to the extent of $14,000.00 and more for an individual product. We submit that it will pay many more manufacturers to take on these two proven salesmen and use them well up to the saturation point. They can do more work and close more sales than a bevy of salesmen and for a great deal less money.

CONTINENTAL PUBLISHING CO. LIMITED

TORONTO - MONTREAL

PHILADELPHIA CHICAGO LONDON, Eng.

A PAGE advertisement is MacLean's Magazine inserted each issue for a whole year costs $1,764—($147 a month). For this moderate monthly and yearly cost a national advertiser can put his publicity into 55,000 of the choicest and most influential, and most prosperous homes in Canada. Other campaigns which assure striking display possibilities are

2 columns monthly at $103.60 per month
or $1,243.20 per year
5,000 lines in the year at 35 cents per line.

Advertising in MacLean's Magazine has influence on dealers and distributors generally—this since many thousands of retailers receive MacLean's Magazine in their homes as regular subscribers. This influence on distributors and the influence on consumers combine to make publicity in MacLean's Magazine unusually valuable to national advertisers. It means a double-railed campaign of power, and this at a very moderate monthly and yearly cost.

The 55,000 circulation which MacLean's Magazine has built up in Canada is equal to 1,100,000 in the United States with its 20-times larger English-speaking population; which fact shows that

MACLEAN'S MAGAZINE

ranks in its field with the most powerful United States Magazines in their field. It means, too, that MacLean's Magazine is good editorially, for only a first-class magazine editorially can build up and hold the large circulation posssessed by MacLean's. MacLean's Magazine has its circulation vouched for by the Chicago Audit Bureau of Circulation.

If you wish national publicity, effective on both consumers and distributors, at very moderate cost, schedule MacLean's Magazine.

THE MACLEAN PUBLISHING CO., LIMITED, TORONTO, CANADA
Also at Montreal, Winnipeg, New York, Chicago, Boston and London, England

VOLUME XI FEBRUARY, 1918 NUMBER 2

Economic Advertising

A Monthly Magazine of Canadian Advertising

W. A. LYDIATT, EDITOR AND PROPRIETOR

IMPORTANT!

CHANGE IN OWNERSHIP - - CHANGE IN NAME AND SIZE

AS announced last month, with this issue I become publisher of "ECONOMIC ADVERTISING." The purchase is outright. No one else has any interest, direct or indirect, in its ownership. This fact I wish clearly understood. The magazine is now absolutely independent of any agency, publisher or other business interest.

I have resigned as Secretary of the Association of Canadian Advertisers, Inc., so that my time and attention may be given to developing the important field of service to Canadian business interests which will open to a magazine of the character I propose publishing.

The next (March) issue will be enlarged to standard magazine size, (8½ x 11½), three column page. Its editorial scope will be broadened to embrace all those factors and activities which enter into the sale of goods—the big, broad, important field of selling and business management. As more expressive of its new character, the name or title will be changed to "MARKETING AND BUSINESS MANAGEMENT."

The new, improved, enlarged magazine will continue to be published monthly. Subscription price will be $2.00 a year. There will be no free list. Those desirous of receiving "ECONOMIC ADVERTISING" (with the next issue "MARKETING AND BUSINESS MANAGEMENT") hereafter should not fail to enter their subscription at once. A blank order form is enclosed for this purpose.

I hope to have the hearty co-operation of all interested in more efficient marketing methods and the sound development of Canadian business, in my efforts to make the publication one to which Canadian advertising interests can point with pride.

Sincerely at your service,

February 14th,
Nineteen-Eighteen

W. A. Lydiatt

WHO IS LYDIATT?

ALLOW ME TO INTRODUCE YOU TO THE MAN WHO IS UNDERTAKING TO PROVIDE THE KIND OF MAGAZINE LONG DESIRED BY ADVERTISING INTERESTS IN CANADA

JOHN C. KIRKWOOD, EDITOR *Printer and Publisher*

BILL LYDIATT, his intimates call him. "W. A. Lydiatt" is the way he signs his letters. I met him first in 1903. He was very tall, thin, dark, serious. The passing fifteen years since have not changed his physical appearance.

In 1903 Lydiatt was a professed writer of advertisements. I do not know much about where or how his training as an advertising man began—except that he'd been with *Printers' Ink* when published by George P. Rowell, the original American advertising agent, and had five or six years other advertising and publishing experience. But I do know that fifteen years ago Lydiatt had a bit of a reputation as a writer of advertisements, also as a writer about advertising. Remember, too, that good advertisement-writers were fewer then than to-day. The business or profession of advertising-writing was still in its formative stages, and had a glamor which has somewhat faded in the years since. In some degree, therefore, he belongs with those who might be properly termed pioneers in modern advertising methods.

One doesn't see so much of Lydiatt's "copy" these days—this because he has grown into work of a broader character. In one thing he remains the same; the "finish" of his work typographically, and in its dress. Lydiatt knows the heights and scales them. When you see his printed stuff you are impressed with its style. Not stylishness, mark you, but a certain plainness, simplicity and directness which make for effectiveness.

"Copy" is no longer the big thing in advertising. Bigger than copy is the whole advertising or marketing plan, of which the copy is merely the expression. Perhaps it was an early realization of this which placed Lydiatt ten years ago among the top-liners on the continent. Not only has he been considered one of the best copy men in the States, but also one of the best judges of copy. He has always written with the assurance of the man who knows what to say and how best to say it. He writes to sell, not to form pleasant-sounding combinations of words, coin catch-phrases or fancy vocabulary.

Shortly after I first met him he left Toronto, his home city, and went to New York "to get more experience." The Ben B. Hampton Advertising Agency was then one of the biggest and most progressive in America, so he applied there and got "a trial." In the space of a year

he had won promotion to the head of their extensive art, copy and production departments, with a staff of about fifty writers, artists, etc. I remember all this, because at that time he tried to get me to go to New York, promising attractive revisions in salary at the end of three, six, twelve months. It looked good, yet I fought shy of New York. Lydiatt was with Hampton some six years, the last year and a half in charge of sales or circulation for *Hampton's Magazine*, then climbing ahead at a great rate. Mr. Hampton has said that of all men he has employed at different times Lydiatt is unquestionably one of the best.

In 1906 I went to England, not to return until the autumn of 1911, and I found Lydiatt back in Toronto with the J. J. Gibbons agency—a star man. New York had treated him well, but he disliked living there. He had measured up to the requirements of many of the biggest advertisers of that period. All who were associated with him speak in the highest terms of his ability, which they characterize as exceptional. As one puts it: "The woods are full of so-called advertising experts, but the men of real ability are few. I consider Lydiatt one of the few."

But Lydiatt sticks to Canada—and to Toronto. He has had "good offers" from New York several times—was led to accept a particularly attractive proposal to go with the Butterick Company in 1911, but even his success there could not hold him in a "town he didn't like to live his life in." So the end of 1913 found him back in Toronto "for good," establishing himself in business as advertising counsel to Canadian advertisers

Early in 1914 he began the publication of *Lydiatt's Book*, "What's What in Canadian Advertising," brought out annually since, and now recognized throughout the United States and Great Britain, as well as Canada, as the best available source of information about the Canadian market and Canadian mediums. This book typifies Lydiatt's way of tackling an advertising problem — getting down to fundamentals, studying all the facts, comparing them. It was his idea that advertisers were not getting enough information about the Canadian market—that there was too ready a tendency to jump to conclusions on insufficient facts. So with amazing detail and accuracy he has condensed between the covers of a little pocket-size, handsomely leather-bound book, every fact or figure of possible value in studying the Canadian market or determining the relative importance of its various advertising mediums. Is it any wonder it is highly regarded?

In 1915 he was asked to serve as Secretary of the recently-organized Association of Canadian Advertisers, and his able, constructive work in bringing it to its present position of im-

portance has won him the respect and confidence of most of the large advertisers and progressive publishers in Canada.

The academic phases of advertising have appealed to Lydiatt tremendously. He has studied advertising and selling policies, problems and practices extensively and intensively. His library contains every worth-while business book thus far published—he buys them early and digests them fully. His occasional contributions to *Printer's Ink*, *Advertising & Selling* and other advertising periodicals are always welcomed and worth-while, because Lydiatt not only has a facile style, but he is saying something all the time. Squeeze what he writes, and you'll condense it little or nothing, for hot air and sponge stuff are not there. He doesn't write without having plentiful facts to rock-rib his stuff.

Lydiatt has a genius for analysis and research. He wants to know why. Perhaps he was the lad who cut open the bellows to see how the wind got inside. Men who prefer to believe that advertising is a conjuror, able to do magic things by tricks, would fail to appreciate Lydiatt's mind and method. He makes good better and faster with those who have travelled far along the merchandising road, for they are quickest to appreciate how broad his viewpoint and thorough his knowledge, and how sane and eminently practical are his ideas.

Over a year ago Lydiatt talked over with me the kind of business magazine he thought we needed in Canada. I thought of it as an advertising-boosting publication, but his ideas were much broader and contemplated a publication dealing with all phases of business from the finished product to the consumer. Selling goods involves a great deal more than advertising, just as advertising is more than mere "copy" as every manufacturer knows or learns. Publicity is often valuable, but it can only contribute to the selling effort.

My own contacts with manufacturers and others with something to sell, had often impressed me with the important purpose to be served in Canada at this time by just such a publication as he had in mind

A few weeks ago Lydiatt startled me with the news that he had purchased Economic Advertising, long the only advertising journal in Canada, and would change the name to "Marketing and Business Management" with the March issue. I think the new name better than the old. At least it suggests the broader character which Lydiatt plans to give it. I know that he knows the sort of magazine we need and will appreciate. I believe he can and will realize its possibilities in the fullest measure. And I am not alone in believing that there is not another man in Canada better equipped by experience, genius and training to produce such a publication.

1918 ADVERTISING OUTLOOK

CAREFUL INQUIRY ASSURES EVEN MORE ADVERTISING DURING 1918 THAN BANNER YEAR 1917

PESSIMISTS to the contrary notwithstanding, there will be no "slump" in advertising during 1918, unless wholly unexpected circumstances arise.

Instead, it is altogether likely that 1918 will be a banner year in advertising in Canada for practically all good mediums. The old stand-bys can be counted on to continue usual schedules, with very few exceptions. Some will increase. Some substantial new business is in sight and under way.

The idea that advertising is likely to be markedly reduced this year has no substantial foundation. The few known instances where advertising will be curtailed are more than counter balanced by increases in schedules of other advertisers, and again for good measure by entirely new business. The reductions due to war conditions are practically negligible. Increases due to war conditions are more noticeable.

This applies to advertising coming from the United States as well as that of Canadian advertisers. It applies also to flour, cereal, automobile and other advertising which some seem to look upon as uncertain.

A questionnaire sent to American advertisers recently disclosed that of 170 who replied, 34 per cent. have increased their appropriations for 1918, about 44 per cent. will spend the same as in 1917, 9 per cent. have cut down appropriations, and 13 per cent. had not decided. Nearly half the replies expressed the opinion that war conditions would benefit their business during the year—of the rest some thought less business would be done, while a few expressed no opinion.

Agencies are generally reported to be extremely busy and working on a satisfactory proportion of new business. One agent was recently asked why so many advertisers were reducing their appropriations, and replied: "They are not doing so."

Inquiry of a representative number of Canadian advertisers, including firms in all customarily advertised lines, offers even greater encouragement. Replies received during the past two weeks from firms whose combined annual expenditure this year will exceed $1,000,000, show that 54 per cent. will spend the same amount as in 1917; 28 per cent. will increase their appropriations ranging from 10 per cent. to 300 per cent. in excess of last year; 7 per cent. feel obliged to curtail expenditures, and 11 per cent. were undecided, this not being the period of the year in which this question is determined.

So get busy. Forget all your uncertainties about the advertising to be done this year. Advertisers need not expect any lessened advertising activity on the part of competitors. Publishers and others have every reason for driving after business harder than ever. Business is not coming to him who waits—but those who hustle for it will get more than ever.

There will be changes. Some advertisers are curtailing newspaper schedules and going in for posters, others to take on farm papers. Others will cut down their newspaper list, and spend the same appropriation in fewer papers. Another will drop painted signs and put the money in newspapers. And so on. There will be several extensive Government campaigns, employing all available mediums.

So while some publishers may have a "poor" year, there is the most definite assurance that more money will be spent in advertising in Canada during 1918 than in any previous year.

What does this mean to *you?*

THESE ARE DAYS OF CHANGE. OLD RULES AND "ESTABLISHED BUSINESS PRACTICES" NO LONGER HOLD. SALES ORGANIZATION, RULES, METHODS, SALES POLICIES MUST BE ADJUSTED OR FRAMED ANEW. "MARKETING AND BUSINESS MANAGEMENT" SHOULD PROVE OF IMMENSE VALUE TO YOU DURING THE NEXT YEAR OR TWO—IF YOU SUBSCRIBE NOW.

A BULLETIN from the National Vigilance Committee of the Associated Advertising Clubs describes and commends an ordinance recently passed in Denver as one means for checking the wave of fraudulent financial advertising that has swept the country.

The Denver ordinance provides for the issuance of license fees of $300 for all stock exchanges, and $10 for all stock brokers, the licenses to be issued by the Manager of Safety and Excise when satisfactory statements are made as to the character of the persons comprising the exchanges or brokerage firms.

The Manager of Safety and Excise has the power to revoke licenses for cause and it is required that the city, in addition to stopping the sale of fake securities must advertise the facts in such cases.

If a newspaper or other advertising medium accepts advertisements of fraudulent securities after such a condemnation, the advertising medium will be guilty under the law.

The penalties provided are a fine of from $10 to $300, to which may be added from five to ninety days' imprisonment.

The educational department of the Associated Advertising Clubs, of which Noble T. Praigg, of Indianapolis, is secretary, is making a special effort, at present, for the establishment of a larger number of classes in public speaking in advertising clubs.

This has been prompted partly by the growing demand for "four minute men" and for men and women who can speak on war subjects upon various other occasions.

Bulletins which have recently been issued to officers of advertising clubs on this subject, suggest that training in a class in public speaking prompts habits of clear thinking, teaches the student methods of analysis and trains his memory.

The Indianapolis headquarters has announced it has prepared data on this subject for officers of advertising clubs or members who would be interested in the establishment of such classes.

THE TWO CENT NEWSPAPER

WHY ADVERTISERS SHOULD ENCOURAGE IT. A GREAT FORWARD STEP. CHEAP SUBSCRIPTION RATES, CONTESTS, PREMIUMS AND SUCH STIMULANTS TO CIRCULATION DO NOT MAKE FOR VALUE OF ADVERTISING SPACE, WHILE INCREASING ITS COST

CANADIAN advertisers went on record more than a year ago as strongly favoring the two cent daily newspaper. They were of the opinion that "advertisers in recent years had been expected to provide altogether too disproportionate a percentage of publishing revenues." And, further, that the publisher's growing reliance on advertising for revenue encouraged many unsound methods of increasing circulation volume—such as do not attract readers with an interest in the publication itself sufficient to be of value to the advertiser.

Publishers who hesitated to raise the subscription price through fear that advertisers would view the consequent decline in circulation unfavorably, were assured that a somewhat smaller circulation at the higher subscription price would be preferable.

Since January 1917 there have been many changes—all of an upward tendency—in the subscription rates of Canadian daily newspapers. In that comparatively brief space of time at least 33 have been reported to have advanced single copy or mail rates.

Of 131 dailies listed (including both morning and evening papers) only 26 now remain at 1c. for single copies, 68 are at 2c., 36 charge 5c., 1 is not reported. Some of the Western papers, whose single copy price has long been 5c., increased the monthly rate from 25c. to 40 or 50c. Of the 26 dailies which still remain at 1c. for single copies, 3 are in the Maritime Provinces, 10 in Quebec and 13 in Ontario.

PUBLIC WILL PAY FOR PAPERS IT WANTS

The 2c. price policy has been characterized as the greatest forward step of the year. A great many of the most important United States papers made the change during the past year, particularly in Chicago, Philadelphia, Pittsburgh, Buffalo, Cleveland, St. Louis, and latterly in New York. They are reported to be eminently satisfied with the results, pointing out that so long as a newspaper was sold at less money than was paid for the raw paper used in it, the entire burden of production fell on advertisers. That condition was unhealthy. First—because a publisher was too much at the mercy of his advertisers. Second — because the reading public should be, and is, willing to pay a reasonable price *for a paper it wants.*

Advertisers have become concerned in this second reason. They have begun to think that

if it is necessary for a newspaper or any other publication to maintain a ridiculously inadequate subscription price—and if added to this there are expensive schemes for getting people to take the paper—then it is reasonable to assume that the public is not much interested in it—does not value it sufficiently to pay a fair price for it, without other inducements.

Publishers who persist in a 1c. price must assess their loss upon advertisers. This they may be unable to do indefinitely, for many advertisers may feel that they cannot continue enlarging their appropriations. Moreover, too many of them may decide that it is in their interests to confine their advertising to papers which, because they demand and get a fair subscription price, are reckoned to get the respectful attention of their readers.

READER-INTEREST MEASURE OF ADVERTISING VALUE

After all, *reader-interest* is what gives circulation its value. Were it otherwise, why bother to solicit subscriptions? Every newspaper could have 100 per cent. local home-delivered circulation simply by leaving a copy at every home. This is not the kind of circulation most advertisers want. They prefer to have their advertisements appear in a medium which commands the attention and respect of a certain number of people—and it is believed that people are willing to pay a fair price for a paper they want. Advertisers are not interested in the number of copies *distributed* so much as in the number of copies *read.* Subscription price and subscription-getting methods are, therefore, considered a fair indication of the probable extent to which a publication is appreciated and read by those who get it.

If circulation is lost through advanced price it may be regained through publishing a better newspaper. If contests, prizes, and premiums must be resorted to, are we not forced to the conclusion that *readers* could not be obtained and these added inducements were necessary to get people's consent to *take* the paper? What is the value of such circulation to the advertiser?

The higher subscription price, if it means somewhat less circulation, means also less duplication of readers and more careful and thorough readers. Who will argue that this does not mean better value for advertisers? And if all this be granted—if advertisers are in earnest in their demand that less of the burden of publishing costs be placed on their shoulders and more on the readers'—then is not the reverse true?

ADVERTISERS PAY TOO MUCH

Certainly the paper which continues to maintain the lower subscription price is imposing too heavy a burden on its advertisers. In other words, adver-

tisers are paying more than they ought for space in such a paper. Its circulation is too cheap and its advertising rates too high.

If, in addition to the low price, extravagant prize offers and premiums are found necessary to maintain, or get more, circulation, does this not mean that an even bigger burden is thereby imposed on advertisers?

And if a paper on raising its subscription price and losing some circulation finds it necessary to resort to these added inducements to get its readers back, or get more, does it not follow that such a paper is lacking in reader-interest, and consequently in advertising value?

And if a paper, having raised its price and lost some circulation, lowers its price again, are we not justified in concluding that people were not sufficiently interested in it to pay the higher price—in which case it is assuredly lacking in value to advertisers?

WHAT ARE YOU GOING TO DO ABOUT IT, MR. ADVERTISING BUYER?

Is it not time you were enquiring more closely into methods of getting, maintaining and increasing circulation?

Should you not recognize that it is directly in your own interests to support the movement among publishers, and in the Association of Canadian Advertisers, in favor of higher subscription rates?

If you are convinced that inadequate subscription rates, plus extravagant voting and other contests, premiums, etc., mean circulation which delivers less value for your advertising dollar, should you not enquire as to which papers cling to such methods—and govern your advertising appropriation accordingly?

The question is of immediate importance. The situation in Canada demands that you should inform yourself. During the past few months certain papers have been resorting to these means of increasing their circulation volume — clinging to practices which you are on record as saying decrease their advertising value.

THE CONTEST CRAZE

It is reported by those who run such contests that since last September newspapers have gone after circulation as never before, and are keeping such organizations working at break-neck speed—that there is every indication that the coming year will see some of the greatest circulation contests put on, and more of them run, than ever before. Contests are said to be coming into their own with a vengeance.

The situation is largely in your hands. Publishers get circulation to sell to advertisers. Unquestionably they will be governed by what you are willing to buy.

What do you *say*? What will you *do*? Which kind of circulation will you buy this year—papers which are *bought* at a fair price or papers which are *taken* at a bargain?

ENGLAND'S WAR SAVINGS ADVERTISING

AND OTHER CURRENT ADVERTISING WHICH INVITES THE OBSERVER'S COMMENT

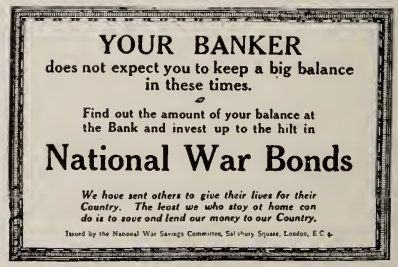
GREAT BRITAIN is carrying on a regular (as distinct from a special time-limit) campaign to sell National War Bonds and War Savings Certificates, starting last October, and still running.

Some of the ads used and methods followed will be of interest to those who were active in the recent Victory Loan Campaign, as well as those who may be responsible for the sale of the War Savings Stamps shortly to be issued in Canada.

The "War Savings" and "War Bonds" campaigns (for they are advertised separately as well as jointly), are the first fully organized advertising campaigns conducted by and for the British Government. They are organized in three divisions: Press advertising, Press publicity, and Special publicity, including the supply of advertising matter to Committees and Associations, the organization of meetings, and the devising and carrying out of such "stunts" as may stimulate national or local effort.

The Press or periodical advertising appears in all the leading dailies, weeklies, and monthly magazines, religious press and local weekly newspapers. Placing of contracts, preparation of copy, checking and other detail work is done by an advertising agency. The Press publicity department issues every week, for the assistance of editors, a leading article, a lively "special" and innumerable paragraphs and

WARING
&
GILLOW,
at the request of the National War Savings Committee, have pleasure in devoting this space to an appeal to you to invest in—
NATIONAL WAR BONDS
THE BEST SECURITY IN THE WORLD.
WE have made large purchases of National War Bonds ourselves, and can recommend them to our Customers and the public generally as the safest possible investment. It is practical patriotism to buy these Bonds.
WARING & GILLOW LTD
Furnishers & Decorators to H.M. the King
164-180 OXFORD STREET, LONDON, W 1.


YOUR BANKER
does not expect you to keep a big balance in these times.
Find out the amount of your balance at the Bank and invest up to the hilt in
National War Bonds
We have sent others to give their lives for their Country. The least we who stay at home can do is to save and lend our money to our Country.
Issued by the National War Savings Committee, Salisbury Square, London, E.C. 4.

Why have we so carefully refrained from any suggestion that Canadians put their savings accounts into bonds?

items for the reading columns, which are extensively used.

A corps of experienced "organizers" is maintained to stimulate the activities of the 1,500 Committees and 36,000 local Associations organized to further the campaign—similar, no doubt, to the local and general committees organized in connection with our Victory Loan campaign.

An interesting variety of advertisements, booklets, showcards, posters, movie films and literary and pictorial material for lantern lectures, has been prepared, much of it for use through the Committees and local Associations. Advertisers are asked to devote some of their space to a "War Savings" appeal, suitable text and cuts being offered. Several of the newspaper advertisements are reproduced.

During the opening week of the campaign 600,000 War Savings Certificates were sold—and after five weeks of the "War Bonds" campaign $80,000,000 worth had become the average sale each week. The week ending December 7th was specially "boomed" and showed subscriptions totalling $125,000,000. England has never known such an advertising boom. No time limit to the campaign has yet been set.

Here is the official War Saving Stamp sign being used in many forms in the United States. Many American firms have contributed large advertising spaces

WHY NOT MAKE THAT DREAM
OF A LITTLE HOME
COME TRUE?
SAVE a little week by week. A little money invested regularly grows in a surprising way. It is no trouble to save once you begin. It is very fascinating to see how your savings increase. It means so much in the future. Why not start now? There is no time like the present. There are no "rainy days" for those who have their money invested in safe securities. War Savings Certificates are easy to buy and a splendid way to make your money grow. If you have £5 or more in the Bank buy National War Bonds. Both securities are absolutely safe and both pay a very high rate of interest. You can buy them at any Post Office or Bank or your Local War Savings Committee will give you full particulars and advice.
Issued by THE NATIONAL WAR SAVINGS COMMITTEE, SALISBURY SQ., LONDON, E.C.4

'WHEN THE PEACE BELLS RING'
HAVE you thought of what you can do to show your practical gratitude to your boy when he returns from the war? Do you realise that during the two or three years that he has spent in defending your home he has missed the opportunity of working and saving? Wouldn't it give you infinite pleasure and satisfaction if you could tell him on his return that you had saved £10, £20 or £100 for him in order that he may equip himself for the business battle in which he then has to engage? Of course it would. Why not start to-day? You will be glad that you did so.
INVEST IN STATE SECURITIES.
NATIONAL WAR BONDS
WAR SAVINGS CERTIFICATES.
The safest way to save. Full particulars from your Local War Savings Committee or Association.

Two types of appeal in the current British campaign to sell War Bonds and Savings Certificates.

to promote the sale of these stamps. We hope to have more particulars of the American campaign in our next issue.

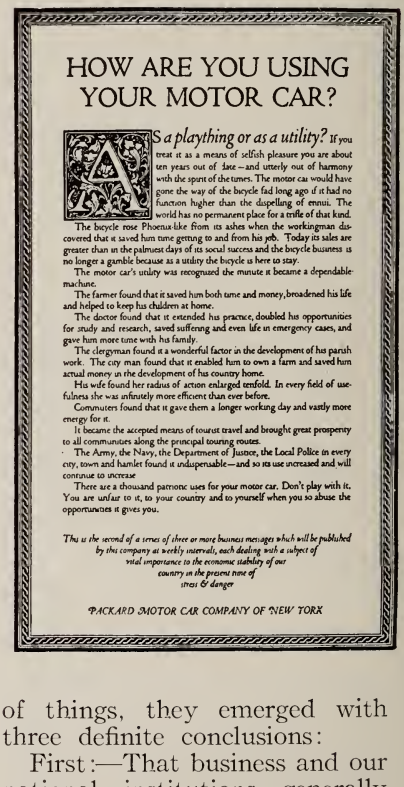
This is the sign for the Patriotic Citizen to notice and heed —the official War Saving Stamp Sign, used in many forms.

A series of notable advertisements has recently appeared in the New York newspapers over the name of the Packard Motor Car Company of New York—notable for typographical style as well as for the sound reasoning which led to their publication.

The purpose of the advertising is to offset the effect of careless talking and to check a certain tendency to "thoughtless" thinking. The business-world has been dominated by many strident voices, each clamoring to be heard above the other. Many men have had their theories as to what must be done and how. Many business men have been feeling considerably up in the air. Here is one firm which did not propose to stay there.

After a careful study of the situation, delving to the roots of things, they emerged with three definite conclusions:

First:—That business and our national institutions generally could only hold together under prolonged strain if our moral



HOW ARE YOU USING YOUR MOTOR CAR?

As a plaything or as a utility? If you treat it as a means of selfish pleasure you are about ten years out of date—and utterly out of harmony with the spirit of the times. The motor car would have gone the way of the bicycle fad long ago if it had no function higher than the dispelling of ennui. The world has no permanent place for a trifle of that kind.

The bicycle rose Phoenix-like from its ashes when the workingman discovered that it saved him time getting to and from his job. Today its sales are greater than in the palmiest days of its social success and the bicycle business is no longer a gamble because as a utility the bicycle is here to stay.

The motor car's utility was recognized the minute it became a dependable machine.

The farmer found that it saved him both time and money, broadened his life and helped to keep his children at home.

The doctor found that it extended his practice, doubled his opportunities for study and research, saved suffering and even life in emergency cases, and gave him more time with his family.

The clergyman found it a wonderful factor in the development of his parish work. The city man found that it enabled him to own a farm and saved him actual money in the development of his country home.

His wife found her radius of action enlarged tenfold. In every field of usefulness she was infinitely more efficient than ever before.

Commuters found that it gave them a longer working day and vastly more energy for it.

It became the accepted means of tourist travel and brought great prosperity to all communities along the principal touring routes.

The Army, the Navy, the Department of Justice, the Local Police in every city, town and hamlet found it indispensable—and so its use increased and will continue to increase.

There are a thousand patriotic uses for your motor car. Don't play with it. You are unfair to it, to your country and to yourself when you so abuse the opportunities it gives you.

This is the second of a series of three or more business messages which will be published by this company at weekly intervals, each dealing with a subject of vital importance to the economic stability of our country in the present time of stress & danger

PACKARD MOTOR CAR COMPANY OF NEW YORK

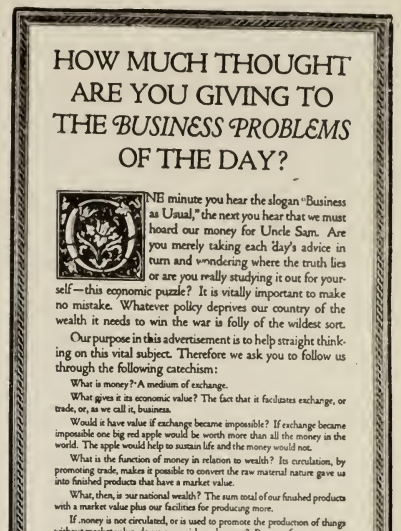
basis were sound; therefore business men as a class should conduct an uplift propaganda directed specifically to the bracing of our moral fibre for its greatest ordeal.

Second:—Distinction between essentials and non-essentials, if meddlers did not harm them, would take care of itself. The war is too big not to require the utmost service of every true utility, which would thus inevitably be in demand according to its capacity for usefulness. Therefore, let every business man go ahead with all his vigor, while the going is possible.

Third:—That the propaganda which would class the motor car as a luxury was capable of working a great injury to our entire business structure and of handicapping our nation seriously in every phase of its war preparations if it should influence the thinking of Authority. The motor car was serving countless purposes of the utmost utility.

So a series of three business messages was prepared, emphasizing some of these thoughts—two of which are reproduced. These appeared in large space and attracted wide and favorable attention, making it evident that the public is hungry for helpful thoughts of every kind and that advertising men have the opportunity of their lives to render the world true service by making every word of copy tell a constructive story.

Whatever the method or the subject, let the element of triviality be utterly suppressed. If presenting useful merchandise give sincere, simple statements of its utility. Abandon all hollow and meaningless phrases. Offer goods for what they are.



HOW MUCH THOUGHT ARE YOU GIVING TO THE *BUSINESS PROBLEMS* OF THE DAY?

ONE minute you hear the slogan "Business as Usual," the next you hear that we must hoard our money for Uncle Sam. Are you merely taking each day's advice in turn and wondering where the truth lies or are you really studying it out for yourself—this economic puzzle? It is vitally important to make no mistake. Whatever policy deprives our country of the wealth it needs to win the war is folly of the wildest sort.

Our purpose in this advertisement is to help straight thinking on this vital subject. Therefore we ask you to follow us through the following catechism:

What is money?—A medium of exchange.

What gives it its economic value? The fact that it facilitates exchange, or trade, or, as we call it, business.

Would it have value if exchange became impossible? If exchange became impossible one big red apple would be worth more than all the money in the world. The apple would help to sustain life and the money would not.

What is the function of money in relation to wealth? Its circulation, by promoting trade, makes it possible to convert the raw material nature gave us into finished products that have a market value.

What, then, is our national wealth? The sum total of our finished products with a market value plus our facilities for producing more.

If money is not circulated, or is used to promote the production of things without market value, do we grow richer or poorer? Poorer, of course.

How then can we balance the waste of things built solely for war unless money at the same time circulates more rapidly than usual in commercial channels to build up our inventory of marketable things? We cannot.

The ideal of war finance would be a sufficient growth of productive business to sustain our national wealth in spite of war's destruction. It is therefore the duty of every business man to give more of himself in the interest of good business than he ever gave before and the duty of every citizen to support him in that effort.

Never in our history was it so necessary to have good business in things worth buying. Things not worth buying can profitably be dispensed with at all times, so their elimination at this juncture will be no loss.

A prominent national weekly has lately suggested the slogan "Quality First" as a fitting war-time motto of American business.

What could be better?

If we build quality and buy quality our business structure will grow sounder every week, and under the tremendous stress of war we shall be regaining the national habit of thrift distinctive of the strong and simple people who gave us our liberty and whose splendid traditions we inherit.

This is the third of a series of three or more business messages published by this company at weekly intervals, each dealing with a subject of vital importance to the economic stability of our country in the present time of stress & danger

PACKARD MOTOR CAR COMPANY OF NEW YORK

Smith, Denne & Moore, Limited, have opened a Montreal office at 400 McGill Building.

THE · EDITORIAL

ECONOMIC ADVERTISING

Published monthly by W. A. Lydiatt, 53 Yonge Street, Toronto, Ontario, Canada. Subscription, $2.00 a year; 20c. a copy. Foreign postage, $1.00.

TORONTO, FEBRUARY, 1918

NO FREE LIST

COMMENCING with this issue the subscription price of ECONOMIC ADVERTISING (hereafter MARKETING) is $2.00 a year. It will be worth it. Only subscribers will receive the magazine regularly. If you are disposed to be one of the elect send along your $2.00 *now*.

WANTED—MEN WHO CAN WRITE

ADVERTISING men, newspaper men capable of writing articles of interest to business managers, sales-managers or advertising managers—dealing with selling or advertising policies, practices or opportunities—are invited to communicate with the Editor. We are prepared to pay liberally for acceptable contributions. Those in a position to undertake such work on special assignment please advise.

All readers are invited to communicate items of interest, comment on current topics, and any news of interest to the advertising fraternity.

Let us show outsiders that we in Canada can produce a general business publication that will rival the best of those abroad. ECONOMIC ADVERTISING (with the next issue to become better known as MARKETING and Business Management) should reflect the enterprise, ability and activities of Canada's advertising craft. Do what you can to this end.

MAKING AGENCY SERVICE DISINTERESTED

IN announcing the sale of ECONOMIC ADVERTISING in last month's issue, Mr. Patterson said:—"There are many objections to the practice of advertising agencies issuing a publication which must depend for its revenue upon publishers from whom they buy space for their clients."

What do you think about it?

MAGAZINES A UNIFORM SIZE

COMMENTING on the editorial in last month's ECONOMIC ADVERTISING, a magazine man points out that with one unimportant exception magazines in Canada *are* standard and uniform size. The women's magazines are uniform in page and column sizes—uniform also with similar American publications and in column width also with other Canadian maga-

POINT · OF · VIEW

zines. The Canadian *Courier* and Canada *Weekly* are same column sizes and practically the same in page size—same plates can be used in both. *MacLean's* is the standard size for general magazines, and uses plates less than a page, same widths up to three columns as other magazines.

What change would be advisable, he asks. Similar American publications are of similar size, and there is no difficulty accommodating the plates of American advertisers. The chief difficulty is in getting suitable copy from Canadian advertisers. Sizes of newspapers, trade, farm and other classes of publications vary to a much more troublesome extent. Magazines have assumed an importance in Canada which justifies special consideration in preparing copy expressly for them. . Some advertisers will prepare special plates for a $1,000 or $2,000 expenditure in a few dailies or farm papers, yet do not seem to appreciate the greater importance of suitable plates for a similar expenditure in the finer-printed magazines, where good copy shows up to best advantage.

He concludes with the suggestion that the Editor's question might better have read, "Why not *better copy* for Canadian magazines?"

BEST MEDIUMS

WHEN Trueman De Weese, in addressing the Toronto Advertising Club the other night, stated that 'newspapers and street cars are our best mediums of advertising," we trust he emphasized the *our*. It should have been made clear that he was speaking for Mr. De Weese and the Shredded Wheat Company. Also that, as an extensive newspaper advertiser, he can profit by a "you-scratch-my-back-a n d-I'll-scratch-yours" policy in speech-making.

After the years of advertising Shredded Wheat, beginning in magazines and extending through the years to newspapers, bill boards, street cars, sampling, demonstrations and all other mediums of advertising, it is not surprising that newspapers should be considered the best medium for present-day advertising of Shredded Wheat.

But it by no means follows that newspapers are the *best* medium for advertising everything else. As well say that a motor car is better than a motor truck. It depends to a large extent on what you want to do with it.

Mr. De Weese says we are extent on what you want to do with it.

Mr. De Weese says we are burdened with magazines. He has equal justification for saying that we are burdened with news-

papers. He could argue we were just as well off when there were less of both. But that is a matter of opinion, and Mr. De Weese offers the point of view of only one advertiser. As long as American national advertisers spend 65 per cent. of their appropriations in magazine advertising and continue to do it year after year, we must assume that they serve a valuable purpose under certain conditions.

Nor does this prove that magazines are the best medium—except, perhaps, at a particular time under particular circumstances for these particular advertisers. Many advertisers have failed to find magazine advertising profitable, just as many have failed to make newspaper advertising profitable. Many others have built up their business through magazine advertising exclusively—others through the use of magazines, newspapers and other mediums—still others through newspapers alone. It is small talk to make general statements as to the best or only good medium.

A recent editorial in the New York *Times* referred to the waste involved in sending out uninvited appeals for custom through the mail, arguing that "when requests for information as to goods or prices are made as a result of seeing advertisements in public print, responses in the form of well-prepared letters sent by mail are easily defensible and effective, as well as legitimate." This led George French to remark, in a recent issue of the *Advertising News*, "that if waste in direct mail advertising is to be attacked as an argument for periodical advertising, then it is about time to reflect as to the waste in periodical advertising."

"If that portion of direct advertising which is not effective is waste, what about that portion of ineffective newspaper advertising?" he asks. It is easy for newspaper men to assume that their style of advertising is effective and, therefore, justifiable, but it is a proposition that cannot be proved as against direct advertising, magazine advertising, bill-board advertising, or any other form of advertising.

The truth is that there is waste in all kinds of advertising. Appeals to people, of whatever nature and manner, through whatever mediums, all fail many times to win success. There are a certain number of people in each hundred who are willing to buy Quaker Oats whenever asked—others who can be persuaded to buy if the right argument is used—and an uncertain number who will not buy, whatever is said or done.

Advertising is for the purpose of getting the attention of that percentage of the public which *can* be persuaded—then persuading them. This is the aim of all advertising—in newspapers, magazines, bill-boards and all other recognized mediums. The newspaper or magazine or any other medium has no warrant for arrogating to itself any gen-

eral advantage in this matter, or claiming any superior pulling power.

Direct advertising is amazingly effective when properly done. No more can be said about newspaper advertising. Newspapers cannot justly take any special unction to themselves; nor can any class of medium. They may gibe at the magazines, get righteously indignant at posters, scoff at novelties, magnify the motes in all other methods (ignoring the beams in their own), but cannot arrogate to themselves the right to put all kinds of advertising, save newspaper advertising, into the discard.

Newspaper advertising is great advertising—if it is well done, in good newspapers. Advertising in magazines, on bill-boards, in street cars, in trade papers, and through all other mediums helps newspaper advertising make good, just as newspaper advertising helps these other mediums produce results.

The sooner this is recognized the more our efforts will be directed along constructive lines. Let us banish the pin-hole viewpoint—bury the little hammer—and build up.

ON WRITING COPY

FROM AN ADDRESS TO THE YOUNG AD MEN'S CLUB, NEW YORK, BY JAMES G. BERRIENE, OF BERRIENE, DURSTINE, INC.

A butcher boy could write Ivory Soap or Eastman Kodak advertising if sincerity and honesty were the be all and end all of copy.

Behind copy there lie other qualities; the art of expression for one thing—a controlled imagination for another—a knowledge of the product—a background of experience in arresting people's interest—a refinement or sense of touch that teaches what to reject as unerringly as it shows what to discuss.

It is not enough to be merely decent in expression. That is not art.

Decency is a matter of instinct; art is a matter of cultivation, practice, work, work, work.

The art side of advertising copy is more noticeable in the illustrative and typographical elements of the advertisement.

A controlled imagination working smoothly in harness with a sincere desire to sell the product the copy describes, is the second element in copy I would ask you to consider.

Think of the girl who buys perfume to make her beau want to dance with her rather than dodge her because she's been working in a shoe factory all day. While we show pictures of naked swarthy women pouring essence

de whiff on Cleopatra's favorite dancer, let's mix in a little more 1918 pictures.

Let's take our food products seriously enough to include a few recipes with each advertisement, but let's not waste time trying to write about nuts and raisins and the way Charles Lamb did about roast pig or Thackeray about the parties he attended, or Keats when he wrote about that marvelous lovers' feast of "lucent syrups, tinct with cinnamon, manna and dates, in argosy transferr'd from Fez; and spiced dainties, everyone from silken Samarcand to ceadr'd Labanon."

Let's use a controlled imagination that takes thousands out of the millions of our readers along a pleasant certain way to the place where they find not the end of the rainbow, but our product awaiting for them.

Third in this consideration I have placed a knowledge of the goods. This knowledge of the goods is the basis of all permanently successful copy as it is of all business success or artistic success or scientific success.

You can have all the knowledge in the world about the goods. It isn't worth anything till you begin doing things with it.

Study your goods. Know them—practice using your knowledge.

It is not enough to know Caslon from Cheltenham, to know that Bodoni is not the name of an aeroplane motor, to know that your product is made under such and such formulæ, factory conditions and sold under such and such competitive conditions in such and such states.

Know all you can about it and practice using your knowledge so that you may suggest improvements, so that you may get your product through all the tanglesome machinery of distribution into the hands, mouth, or house of the final user at the least cost to you and him.

Use of a little knowledge is better than an unused lot of knowledge.

THINGS BETTER UNSAID

A good piece of copy is made up of two things: what is said, and what isn't.

A great deal of copy would be worth thousands of dollars if deleted because when the wrong thing, the argument-provoking thing, the far-fetched truth stretching thing, is said in a million homes, it does damage a million times and a chance to do good a million times is lost and the next time it will be exactly a million times harder to do the good originally intended.

We have let a lot of verbiage grow up around the simple truth in advertising.

You may know all about who buys your product, all about your competitors' products, all about how the goods are made.

You may know the president, secretary, treasurer, and half of the salesmen among your wholesalers.

You may have taken a course

in window dressing, type setting, psychology, merchandising.

You may have sold goods on the road and behind the counter.

All these things ought to help you to stop the reader. But if you have not come to terms with the art of copy writing—the mastery of expression—if your imagination as applied to advertising is not controlled—if you have not developed through practice a sense of what belongs in and out of copy, all these other things will not avail.

The best laid plans of advertising, the most carefully articulated organization all come up to the final test in which the customer is seen at the counter with the salesman doing his best to control the stage.

If he fails it is because the copy failed, for the copy is the only thing the customer has ever seen, or if he is an old user the copy fails if on top of the merits of the product he has discovered the customer tries something else in spite of it.

Your copy is the only thing the public sees. All the way the goods have come in the making and marketing is cleared or clogged, according to the moving quality you put into your copy.

The nearer you come to talking about your product in a perfectly natural voice with pictures and type faces that reflect naturally the character of your product, the surer you are that the way will be kept open.

Atmosphere in words and pictures is like atmosphere in men and gentlemen; the harder it bids for attention the less it gets.

THE interest being shown in the question of voting and other prize contests as a means of stimulating circulation makes the attitude of representative national advertisers an important consideration.

This subject was discussed at some length at the recent annual meeting of the Association of Canadian Advertisers, Inc. The opinion was freely expressed that resort to such methods indicated that the "reader-interest" was presumably insufficient to hold or secure the desired volume of circulation in the case of newspapers resorting to such methods, therefore some extra inducement was necessary to get people to "take" the paper. The national advertisers' opinion is but mildly expressed in the following resolution, unanimously adopted at that meeting.

> "Whereas many publishers attempt to bolster daily circulation by having recourse to such measures as prize contests, gifts of valuable premiums, etc., and
>
> "Whereas the cost of securing such enhanced circulation frequently absorbs the greater part of the increase in income to be derived, and
>
> "Whereas circulation so obtained is of questionable value from the standpoint of the advertiser;
>
> "Be it resolved that the Association of Canadian Advertisers, Inc., express its disapproval of the practices above referred to, as they tend in the end to increase advertising expenses by shifting the cost of such increase in circulation to the buyer of advertising space."

American advertisers are on record as holding similar views.

Brass Tacks

If you are a man who has to do with the spending of advertising money - - -

there is a bookful of vital facts relative to Canada's most productive advertising soil—Western Ontario—ready to mail to you, gratis and postpaid.

This book gets down to brass tacks with you right away. It will save you money by enabling you to profit by the experience of your predecessors in this fertile field.

For information and counsel on your specific problem, address any recognized Advertising Agency

or

H. B. Muir, Advertising Manager

The London Free Press

Western Ontario's Foremost Newspaper

LONDON *CANADA*

MEN AND MEDIA

D. J. Beatty, for some years past the capable advertising manager of Northern Electric Co., Montreal, is preparing to go overseas shortly.

* * *

J. S. Robertson & Co. are no longer general advertising agents but are, instead, devoting their attention to the publication of the *Enders*, the weekly "neighborhood" newspapers in Toronto. Their office has been moved to 57 Queen West.

* * *

W. M. MacKay, advertising director of Lever Bros., Ltd., and President of the Association of Canadian Advertisers, Inc., spent a few days in New York during the past fortnight. He says New York is a great place.

* * *

McConnell & Ferguson are moving their Toronto office to the Temple Building, their present quarters having been taken over to enlarge the accommodation in the Triangle Inn, the Y.M.C.A.'s hotel for soldiers. Mr. Jas. Fisher is still in charge, having built up a creditable line of business for the Toronto branch of this hustling organization.

* * *

Ralph Cabanas has left the Columbia Graphophone Co., where he has been Canadian manager and in charge of Canadian advertising for several years, to return to Mexico, where he has an extensive jobbing business. James P. Bradt succeeds him.

* * *

C. A. Abraham, business manager of the fast-growing *Vancouver Sun*, visited Eastern advertising centres during January. He says Vancouver is looking up very substantially—and he quotes facts to prove it.

* * *

Farmers' Magazine is now published twice a month, same size and style as formerly.

* * *

Motoring, published by Commercial Press, Ltd., *Saturday Night* and *Canada Weekly* have made application for A.B.C. audit, but are not yet bulletined as applicants, pending settlement of proposed changes in membership rates.

* * *

J. J. Gibbons, Ltd., have been making extensive improvements in their offices, having vacated 121 and occupied the entire building at 119 West Wellington Street.

* * *

Charles Fee, for some years in charge of promotion work for Montreal *La Presse* has himself been promoted to be advertising manager of Quebec *Le Soleil*. He'll make good.

* * *

The Hamilton *Herald* and Hamilton *Spectator* are competing for more circulation and seem disposed to spare no expense to get it. Rival contests are in progress, the prize offers of the two papers totalling $15,000. The Winnipeg *Telegram* closed a similar contest a few weeks ago, with results so encouraging as to induce them to start another immediately. The *Telegram* announces an increase of 9,693 copies in its daily edition, presumably the fruits of its first contest.

* * *

The Fifth annual edition of *Lydiatt's Book*, "What's What in Canadian Advertising," is in the printer's hands and will be out about March 1st. Many important changes are recorded. The use and usefulness of this comprehensive little guide steadily grows. Advertising buyers generally now regard it as the readiest source of the best obtainable information.

* * *

Herbert N. Casson, whose brilliant talks have on several occasions been an inspiration to Canadian business and advertising gatherings, has been in England during the past couple of years, where he has been successful in establishing himself as an Efficiency Engineer. His services are much in

QUALITY is a vague term, which, applied to Acton printing, expresses the positive capacity of our staff and equipment to give every buyer of printing the very best value for the expenditure he is making.

DESIGNERS
COPY-WRITERS
PRINTERS

WRITE, WIRE OR PHONE

ACTON
Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

demand as a lecturer and organizer. He publishes a monthly called *The Efficiency Magazine*, also frequent books on business subjects. We expect to have articles and letters from him in future issues.

* * *

R. C. Smith & Son announce the opening of a Montreal office, with Duncan S. Blaikie in charge.

* * *

Engraving prices have again advanced. a new schedule of rates having gone into effect December 1st last.

* * *

A completely revised up-to-date edition of *Who's Who in Canadian Advertising* is being prepared for publication in May. Changes among advertisers, agencies and advertising men affect a mailing list of them to the extent of more than 40 per cent. each year.

* * *

The United Grain Growers, Ltd., with main offices in Winnipeg, will have a 1918 advertising appropriation of $50,000—double that of last year. It will be spent in Western farm papers and in catalogues of farm machinery and building supplies which the Company distributes.

* * *

Sir Thomas Johnstone Lipton, of yachting and tea fame, is defendant in an action entered at Osgoode Hall by J. J. Gibbons, Ltd., to recover $1,166.64, with interest from July 16, 1914. The claim is under a contract dated July 14th, 1913.

* * *

Quack advertising was condemned by Mr. Frederick Paul, reporting on behalf of his sub-committee to a meeting of the Committee on Venereal Diseases at the Academy of Medicine, Toronto, on January 25th. Mr. Paul spoke about fakers and their patent medicines, which were chiefly medicated "booze," sold at $1 per bottle. He also spoke of the gentle art of separating people from their money via the testimonial route. Millions of dollars of Canadian money were

Send your

Subscription

NOW

$2.00 a year

Otherwise you will miss the first number of the new, enlarged magazine, to be known as

MARKETING

and Business Managment

Twice the Size
Many times as good as
ECONOMIC ADVERTISING

Highest Grade

ELECTROS

AND

STEREOS

PROMPT and EFFICIENT SERVICE

Rapid Electrotype Co. of Canada, Limited

MONTREAL TORONTO WINDSOR

MANY experienced advertisers follow the policy of "One paper in a City." Inquiry which paper they use in

Kitchener

then you also will profit by their practice, and follow their lead, and use

The News Record

(Member A.B.C.)

ARE YOU WATCHING

WINDSOR

and Border Cities Grow?

Population Now 40,000

The Windsor Record

Only Canadian Daily Within Fifty Miles.

Circulation, Jan., 10,314

RATES (Plate)

Under 1,000 lines	- -	3½
Over 1,000 "	- -	2¾
" 5,000 "	- -	2½
" 10,000 "	- -	2¼

JOHN A. McKAY, Publisher

Start the New Year Right

by using the advertising columns of the

EDMONTON JOURNAL

to develop the market in Northern Alberta for your production.

Results assured.

EDMONTON JOURNAL

Branch Canadian Newspapers Ltd., EDMONTON, ALTA.

The Paper that leads in Alberta

The Calgary Daily Herald has the largest circulation of any newspaper in Alberta. Guaranteed by Audit Bureau of Circulations.

It is the paper that carries the largest volume of advertising

Chosen by all discriminating advertisers who want results. Write for rates and circulation statements

The Herald Publishing Co. Limited

Calgary, Alberta

DAILY AND WEEKLY

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

being wasted, he said, in the purchase of quack medicines.

Dr. E. E. King, criticized the press, declaring that the newspapers published the advertisements of fakers because they had not that spirit of independence or care of the public that would cause them to refuse such advertising. "It is because there are dollars and cents in it," said he, "that the newspapers publish these advertisements."

* * *

"Co-operation must replace competition after the war, that the highest efficiency of production can be secured, so that keener competition between the various providing nations may be faced and the great national debt met through increased production and the securing of new markets." Dean Adams of Faculty of Applied Science of McGill University told the Dominion Advisory Council of Industrial and Scientific Research. In Canada two things must be done to meet these conditions; first, there must be more attention paid to the conservation of our national resources, and, secondly, *we must learn to develop and market them* in a more efficient manner.

"All the great national resources, such as lands, forests, waterpowers and fisheries, can be made much more productive and yet handed on to the future generations unimpaired. Increased efficiency in using and *marketing* the products of the national resources is also necessary."

* * *

J. F. Rhodes has resigned as advertising manager of the Canada Cement Co., Limited, Montreal, to go with the Trussed Concrete Steel Co., Youngstown, Ohio.

* * *

A. E. Ford, formerly with the Winnipeg *Telegram*, H. Saul, formerly with the Manitoba *Free Press*, and F. R. Munro, formerly Winnipeg representative for Maclean Publishing Co., have joined the advertising staff of the Regina *Leader*.

* * *

H. K. McCann Co., Limited, with offices in New York, San Francisco and Cleveland, as well as Toronto have opened another branch office in the Transportation Building, Montreal, L. L. Cleves in charge. This new office, among other accounts, will handle advertising for the Borden Milk Co., Limited.

* * *

Geo. W. Surbey, at one time advertising manager of the Galt *Reformer*, later business manager of the Brantford *Expositor*, and until his retirement a year ago the Eastern representative of the Montreal *Star*, died at his home in Westmount on February 4th.

* * *

The campaign of the Alberta Government to promote the sale of Province of Alberta Savings Certificates by means of advertisements in the daily and weekly newspapers and farm papers of the province, is stated to have been an unqualified success.

An interesting result was the sale of some certificates in various other provinces, also in the United States, Belfast, Ireland, and one even in far-off China.

TALK ON OLEOMARGARINE

SPEAKING before the Toronto Advertising Club recently, H. C. Herschman, of the Swift Canadian Company, gave an interesting account of the history of the oleomargarine industry. Mr. Herschman pointed out that since the United States entered the war the consumption of oleomargarine had practically doubled in that country. The annual world production to-day approximates 2,000,000,000 pounds, of which only 145,000,000 pounds are manufactured in America.

WHAT'S WORTH HAVING IS WORTH PAYING FOR. $2.00 SENT NOW WILL BRING YOU "MARKETING" AND BUSINESS MANAGEMENT FOR A YEAR — "BOOKSFULL" OF GOOD STUFF TO HELP YOU WITH YOUR SELLING PROBLEMS.

He Knows Circulation

The heart of your publication is its circulation—it's the life blood of the publishing business.
Is your circulation RIGHT? Are the results secured by your advertisers SATISFACTORY?

Get Right with Yourself on this Point

During 1917 I doubled the circulation of six Canadian publications; a record I believe, and sufficient proof of my circulation plans.
Are YOU satisfied with your PRESENT circulation? If not let's talk it over. Correspondence invited.

Phone Main 7324 or North 2838

H. Grover Allard

53 Grenville Street Toronto, Ont.

FADS IN ADS

By P. O'D. in *Saturday Night*

WE always revel in the back pages of the magazines—the "ads" that is. We hardly ever read the "pure reading matter" alongside them—it is put there because the contracts call for it. We used to wonder why the contracts did call for it, but we dipped into some of it once or twice accidentally, and we understood. The "ads" were surrounded with it for the same reason that jewelers set yellow diamonds in black onyx—it makes them shine all the brighter. But personally we fight shy of it, unless we tumble off the edge of an "ad" into it, so to speak. It is probably too "pure" for us.

But the "ads" themselves—what a treasure-house of wit and fancy and eloquence they constitute! How graceful they are and yet how vigorous, as though a dainty Marquise of the Old Regime should possess the wallop of Jess Willard. How full of subtle and daring turns of phrase, of alluring descriptions, of krisp and klassy kharacterizations—(advertising men make a point of spelling everything possible with a "k").

The only marvel is that all these original and memorable creations of the writer's and illustrator's art should be consigned to the back pages. One of these days a publishing genius will come along who will put the "ads" right up in front where you can get at them easily and quickly, without waiting to be sent back to them by the turnover of some silly story or article. There is a curious tradition of the publishing business that people have to be lured into reading "ads" by getting them interested in a short story or sensational write-up and then deftly cutting it off at the most exciting point and suddenly switching it and the reader to the back of the publication, where he wakes up to find himself entirely surrounded by "ads." Presumably, not knowing what else to do or how to get out of it, the poor devil reads them.

Of course, penetrating and practical persons like ourself know better. We are well aware that the actual process is the exact reverse of this. The reader turns to the back pages and the "ads" first, and then having wallowed to the point of exhaustion in the beautiful visions of furniture and automobiles and scented soap and hosiery they call up, the reader condescends to glance at the thin thread of type that meanders between them. Discovering that the "pure reading matter" bears upon the ad-

Editorial Note—P. O'D. contributes one of the most entertaining of the many interesting regular features of "Saturday Night." A few weeks ago he joshed the fads and foibles of the advertising columns in a way that will interest the craft.

ADVERTISERS' COMPLETE GUIDE TO THE CANADIAN MARKET

Characteristics each province and principal cities, describing their industries, resources, etc.; census manufactures and agriculture; statistics population, (distribution race, religion, ages, occupations, earnings, urban and rural, dwellings and families, etc.); bank clearings, customs revenue, building activity, number autos, retail stores, industrial payroll, etc., by cities; imports and exports;—thousands of conveniently condensed, up-to-date figures indicating trade conditions and market possibilities.

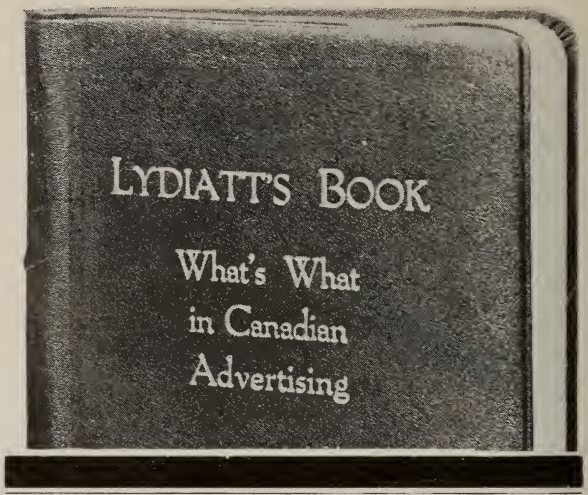
ACCURATE DATA CANADA'S ADVERTISING MEDIUMS

Correct 1918 advertising rates, most reliable and complete circulation figures (indicating local, out-of-town, net paid and gross average separately, compared with year previous); column sizes, etc., all daily newspapers; which use mats and unmounted plates; similar data all magazines, agricultural, religious, trade and other class publications; cost poster and street car advertising by cities, number posters required, etc.; valuable suggestions for handling window displays, sampling, demonstrations —all facts essential to intelligent handling of advertising appropriations.

VALUABLE REFERENCE FACTS

COPY-WRITING, ENGRAVING, TYPE, DISPLAY, PROOF-READING, ETC.

Preparing copy to suit medium; selling power various kinds copy; description, specimens, cost various kinds engravings and how to order them; hints type selection with handy specimens most popular display types; table words per inch various type sizes; paper and envelope sizes; printing costs; proof-reading marks; color laws; uses and costs electrotypes, stereos, matrices, etc.; postal rates; customs charges; trade mark and copyright regulations; express rates, etc.—all things needful to know yet hard to remember, conveniently combined in the one book.



New 1918 Data Ready March 1st

EVERY man who buys advertising in any Canadian medium should have the 1918 **LYDIATT'S BOOK**, the 5th annual edition, ready March 1st next. Many changes in rates, in closing dates, publication sizes, frequency of issue, and in the relative standing and costs of competing mediums, many important new market statistics —literally hundreds of details and changes necessary to bring your information up-to-date—all accurately recorded and conveniently arranged in this wonderfully comprehensive little book.

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More accurate and complete information as to rates and circulations of all publications than is found in the files of many agencies. Hundreds of the largest advertisers and agents in Canada, the United States and England rely on it very largely for the information they need in selecting mediums, making contracts, preparing copy, investigating the market. Even the best informed find it a dependable, time-saving, ready-reference. "We find it absolutely necessary in our work," say the advertising agents of Ivory Soap, in ordering this year's edition. A handy, pocket-size book, leather-bound, containing all the facts and figures busy advertising men constantly need. Everywhere recognized as the authority on Canada's advertising mediums. Not an agency directory or catalogue, but an absolutely independently compiled data and rate book for advertising buyers. Order your copy now.

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W. A. LYDIATT, Publisher, 53 Yonge St., Toronto

ventures of a beautiful young girl alone in New York, or the need of easier and quicker divorces, or what a young soldier should be told, or some other similar social propaganda of the day, the reader becomes mildly interested, and so is led to glance wearily at the first part of the magazine, which is presumably given up to literature.

As a matter of fact, some magazines are already putting a great many of their "ads" in the front. But these are mostly dog and book advertisements, and so do not count. It is still the safest and most expeditious course to start periodicals at the back and work slowly forward to the less vital and interesting sections devoted to fiction and poetry and politics. Personally, if it wasn't for the lovely pictures of movie-stars, printed in sepia tones, we would never dream of looking at that part of the magazines at all.

We have all been having a particularly good time lately, the Christmas publications are always full of such lovely "ads" —limousines and lingerie, beans and boots, watches and washing-machines, tiaras and tires. We have gazed with wistful eyes on dashing runabouts into which lithe and graceful young women are shown climbing with a considerable display of silk stocking. Our mouth has watered as we have gloated over the beautiful colored pictures of the numerous and ravishing dishes you can make with certain popular brands of gelatine and twenty or thirty dollars' worth of hot-house fruit. Wonderful how pretty and economical this sort of thing is!

THE earnestness with which the affairs of the Association of Canadian Advertisers, Inc., are being conducted is indicated by the fact that the directors' meeting in January was attended by the entire Board—three directors coming from Montreal and one from Hamilton especially to attend the meeting.

New members recently elected are: Goldie & McCulloch Co., Limited, Galt; J. S. Fry & Sons, Montreal and Bristol, England; Imperial Tobacco Co., of Canada, Limited, Montreal, and the Canadian Chewing Gum Co., Toronto.

The following have been appointed chairmen of committees for the current year:—Agency Relations Committee—W. C. Betts, S. Davis & Sons, Limited, Montreal. Circulation and Rates Committee—E. Doremus, Dominion Cartridge Company, Limited, Montreal. Membership and Finance Committee—E. M. Emery, Lake of the Woods Milling Company, Montreal; C. Elvins, Imperial Life Assurance Company, Toronto; E. D. Reed, F. F. Dalley Corpns. Limited, Hamilton, Ont. Standards of Advertising Committee—B. H. Bramble, Goodyear Tire & Rubber Co. of Canada, Limited, Toronto. Outdoor Advertising Committee—R. P. Smith, Wm. Neilson, Limited, Toronto, Ont. Sales-Managers' Committee—L. R. Greene, Tuckett Tobacco Co., Hamilton.

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The Service That Counts

After all it isn't the mechanical routine that counts for most in an agency's service, important as such work may be. But it is rather the extra effort expended incareful and exact preparation, in formulating the plan of campaign, in conducting market investigations, in writing copy, and in the ability to render sound advice and practical expert assistance. These are things with which the advertiser cannot be expected to be familiar, and regarding which he must necessarily lean on the agency for guidance as well as for co-operation.

You are invited to consult us about your advertising problems, either in your office or in ours.

NORRIS-PATTERSON
LIMITED

Advertising Agency

MAIL BUILDING

TORONTO

DRESS

This profound universal interest in dress is the solid rock on which the House of Butterick was built. Butterick has had more influence over women in the matter of clothes than any other institution in the history of the world.

Woman's interest in clothes influences her entire life. Better dressing means better personal hygiene, better sanitation, better home furnishings, better food, a better standard of living.

From Bangor to Bangkok, wherever there are civilized women the world over Butterick is regarded as the authority in matters of dress.

In all animals, except humans, the male is more gorgeous in appearance than the female. It is the male who attracts the opposite sex by his fine looks. This is the law of life and its continuance.

The reverse is true of the human race. Woman attracts. Her appearance means to her life and the continuation of life. Her passion for dress is primal.

Every man who has had a sister, a mother, a wife or a daughter has marvelled at the depth of interest women have in clothes. Not some women; all women.

Women's interest in dress is not frivolity. It is based on self-preservation and self-perpetuation.

Canadian Butterick Quarterlies

are printed and published in Toronto, and sold through the leading retail stores in all cities and towns, to 80,000 or more Canadian women shoppers, by whom they are regarded as authoratative. Each copy is referred to with live interest repeatedly over a period of several months. They are purchased and read expressly to learn "what's best to buy this season." Quite naturally they afford a most effective medium for promoting the sale through these and nearby stores of articles bought by women, particularly wearing apparel, toilet goods and other essentials to "keeping up appearance."

The SUMMER QUARTERLIES, on sale April to July, go to press February 20th. Rates and full particulars may be obtained from the Manager of Advertising, 53 Yonge Street, Toronto.

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